

AUTHOR & JOURNALIST

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DECEMBER, 1967

THE WRITER'S TRADE JOURNAL



PIERRE LONG

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Last-Minute Market Tips from everywhere

The establishment of **ESQUIRE BOOKS** as a book publishing division of Esquire, Inc. has been announced by A. L. Blinder, President. The division will be under the direct supervision of Lewis Gillenson, former editor of *Coronet Magazine*. Irving Silverman Associates will assist **ESQUIRE BOOKS** in author and publisher relations. Further information may be obtained from The Public Relations Board, Inc., Burt Zollo, 75 E. Wacker Drive, RAndolph 6-2891, Chicago, or The Public Relations Board, Inc., Arnold Robinson, 509 Madison Ave., PLaza 9-1980, New York.

A newspaper supplement devoted exclusively to children's literature will be published by the Chicago Sunday **TRIBUNE**. According to Polly Goodwin, children's book editor for the paper, the supplement will present reviews and notices of approximately 200 books for boys and girls, together with essays and articles by authors and other authorities in the field of juvenile literature. The juvenile book section will be circulated as a supplement to the **TRIBUNE'S** regular Sunday Magazine of Books section.

John Wiley & Sons, Inc. and Interscience Publishers, Inc. merged the two companies to establish one of the world's largest publishing houses devoted entirely to the production of books and journals in the various fields of natural and behavioral sciences, technology, and engineering. Operating under the name of John Wiley & Sons, Inc. with offices at 440 Park Ave. South, New York 16, the combined enterprise will offer an integrated line of scientific publications, including textbooks, encyclopedias, research monographs, scientific journals, abstracts, and paperbacks. The Interscience publishing program will continue as a distinct Wiley division.

SKIING IN MICHIGAN is in need of skiing fiction stories and cartoons for this season's use. Must be slanted for skiing. Low rates, \$1 to \$10, payment on acceptance, full rights required. Address Tom Nielsen, Publisher, 3395 Wilcox Ave., Muskegon, Mich.

Guy Monypenny has been named Home Furnishings Editor of **BRIDE & HOME** magazine. One of the outstanding decorators in the country, Monypenny comes to **BRIDE & HOME** from **LIVING FOR YOUNG HOMEMAKERS** where he was Decorating Director. A native of Canada, he has had extensive training in his field and has worked in the theatre both as designer and actor.

The **ARVE FEATURE BOOK** is a new and unique service for radio stations, planned to fill their great need for factual, informative and entertaining feature material. This service can be a regular market for free-lance writers, for the features included will range over all human activities and interests, with the exception of items that are too narrowly technical or limited in appeal. Eighty items will be used each week, divided among these areas of interest: Women, Men, Young People and Miscellaneous. Items should be short; from 40 to 60 words. They should concern unusual situations or happenings, true anecdotes with a "twist," or odd bits of history of general interest.

An additional "Special" category will use items that are of timely, seasonal or topical interest; material that will be expedited for "Immediate Release" because of the timely value. For instance there might be an unusual new product not yet announced; or there might be new methods, discoveries or promising areas of research that would appeal to the radio audience. Payment will be made at the rate of 5c per word, upon acceptance. Sources of factual items should be mentioned, but they may or may not be used in the final radio copy. Write to Mr. S. Dave Babbitt, Editor **ARVE** (American Radio & Video Enterprises) **FEATURE BOOK**, 806 Wilcox Bldg., Portland 4, Oregon.

The Boston **Daily Record** and the **Evening American** have been combined into a single all-day newspaper to be called the Boston **Record-American**, it was announced by Harold G. Kern, Publisher of both papers. The **Record-American** will serve the Greater Boston trading area and will retain the editorial feature content normally published in both the morning and evening papers. It will continue to utilize the news services, comics, features and columnists formerly appearing in both papers.

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WHAT READERS WRITE

Overstocked.

Will you please oblige us by mentioning in an early issue of your fine publication that we are over-stocked with non-subscriber material until after January 1, 1962? After that date we will again consider a *limited* amount of such material.

On January 1, 1962, an increase in the cost of subscriptions for our magazine will go into effect. The new price will be: \$3.25 per one-year subscription; 60c per single copy. The size of the magazine will also be increased, so as to provide more space in each issue for show-casing the work of our increasing list of subscribers.

We will appreciate your cooperation in advising your readers of this.

AUTHOR & JOURNALIST, for which we have subscribed for a good many years, is still a source of information, inspiration and stimulation to us. We sincerely wish you continued success with it.

Writer's Notes and Quotes
Calhoun City, Miss.

Poetry Anthology Planned.

Will you kindly mention in *A&J* that United Amateur Press Association will publish a Poetry Anthology of its members' work. The deadline for this Anthology is February 1, 1962.

The publishing date is during July 1962; copies will be presented members during the UAPA's annual convention in Birmingham, Ala., July 26-28, 1962.

Miss Carolyn Heck, 119 Pharr Rd., Decatur, Ga., is the editor of the book. Members may send as many poems as they wish.

Miss Heck and her co-editor, Mrs. Maude Curtis, Atlanta, Ga., will then select the one poem that is to be published. A stamped-self-addressed envelope from members submitting poems, for the return of the un-used ones, will be appreciated.

This is the first UAPA Anthology, but it is hoped, that if enough members show interest, it will become an annual publication.

Thom Henricks, chairman,
1962 UAPA Convention, July 26-28,
Birmingham, Ala.

Plea from Cartoonist.

I have a problem and note that you often publish "pleas" in your "What Readers Write" column.

(More on page 6)

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AUTHOR & JOURNALIST

AUTHOR & JOURNALIST

Founded in 1916

Vol. 46 - No. 12

J. K. FOGELBERG, Editor

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Outside U.S.A., \$5 for 2 years, \$3 for 1 year. Single copies,
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panied by stamped, self-addressed envelope. Due care is
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DECEMBER, 1961

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Although not a full time gag writer, I have for a number of years included this in my writing talents, and have had a good number of sales and a lot of holds. The problem is that just recently my entire files were destroyed and now I am stuck without records of who has what, or, worst of all (because I find an honest cartoonist pays regardless, and the other kind will leave you high and dry whether you have records or not) where the out bounces are and what is in each. The part I am most unhappy about is that now when I think of something that I know is not new, I can't tell whether it is one of the "hold" gags or one that was still looking for a cartoonist.

I would very much appreciate it if cartoonists who have either "holds" or are looking at my material would get in touch with me and help me salvage as much from the destroyed records as is possible. For a time I did my work out of P.O. Box 6143, but more recent material was from the new address.

Jan S. Paul
2617 Lynn St.
Bakersfield, Calif.

Promotion Wanted.

On October 13, Hamilton College will begin a year-long celebration of its 150th year.

As I'm sure you and your readers know, one of the principal functions of any public relations office is to see to it that somehow good copy is written about the organization or institution which it serves. One hesitates to concede as much, but this is as true of American colleges and universities as it is of the farm lobby or the drug houses.

May I therefore put myself and my office at the disposal of serious and well-qualified writers who might be interested in any aspect whatever of what is generally acknowledged to be one of the top ten men's liberal arts colleges in the country? And if any writer needs a news peg, we hope to have a year full of nothing but.

Robert H. Hevenor
Director of Public Relations
Hamilton College
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Books Received

Conference Report on the Role of Schools of Journalism in the Professional Training of Science Writers. Science Service, 1719 N. St., N.W., Washington 6, D. C. A limited number available only to those especially interested.

How to Master the Five Parts of Speech Through GRAPHIC GRAMMAR, by Evelyn Franché Wood. Exposition Press, Inc. 386 Fourth Ave., New York 16. 151 pages, \$3.50. E. F. Wood's seven years of teaching experience, her two years as manager and director of a private school, and her other studies, provided the back ground to evolve the lucid method used in the book.

The Most Common Mistakes in English Usage, by Thomas Elliott Berry, Ph.D. Chilton Books, Chestnut at 50th St., Philadelphia 39, Pa. 146 pages, \$2.95. Dr. Berry is presently professor of English at West Chester State College, Pa.

Mussolini, by Laura Fermi, The University of Chicago Press, 5750 Ellis Ave., Chicago 37. 477 pages, \$5.95. Laura Fermi presents Il Duce against the social turmoil and national frustration from which he emerged.

John F. Kennedy: A Sense of Purpose, by Charles Lam Markmann and Mark Sherwin. St. Martin's Press, Inc., 175 Fifth Ave., New York 10, 346 pages, \$4.95. Two newspaper men of long standing explore how well the youngest president has succeeded in his purpose and what is the outlook for the future.

The Difficult Individual, Ezra Pound, by Ustace Mullins. Fleet Publishing Corp., 230 Park Ave., New York 17. 388 pages, \$5.00. Mullins, painter-poet, photographer and sculptor, presents the case for Ezra Pound.

Industrial and Business Journalism, by Russell N. Baird and Arthur T. Turnbull. Chilton Books Chestnut at 50th Sts., Philadelphia 39, Pa. Russell N. Baird teaches industrial and business journalism at Ohio University. Arthur T. Turnbull is an Associate Professor at Ohio University where he teaches in the College of Commerce and the School of Journalism.

Amateur Acting & Stage Encyclopedia, by D. J. Smith. Philosophical Library Inc., 15 East 40th St., New York 16. 188 pages, \$4.75. Explains how to make the most of amateur dramatics, with chapters dealing with technical terms, layout and working of theatres, decor, make-up, costumes and lighting.

FAWCETT PUBLICATIONS, INC. Greenwich, Conn.

True Civil War Stories edited by Joseph Millar, Crest Grant, 50c.

The Sands of Kalahari by William Mulvihill, Crest Book, 50c.

Hemingway, Life and Death of a Giant by Kurt Singer. Holloway House, 8762 Holloway Dr., Los Angeles 46. 60c.

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CONTESTS & AWARDS

REGAL UNIVERSAL ARTISTS announce their annual short story contest for 1962. Submissions must be made during January and February. Only short stories are eligible, no other type of feature. As a hint toward winning, T. Michael, president, suggests that no story be over 5,000 words and that it be new, not submitted elsewhere for publication. The prize is \$100 and a representation offer.

THE BIDDEFORD-SACO POETRY SOCIETY is holding a poetry contest which anyone can enter. One poem, any form, twenty line limit may be submitted. No name on entry, name and title of poem in envelope with title of poem outside. Closing date, March 15, 1962. Prizes: First, \$10; Second, \$5; Third, \$3. Send poems to Mrs. Louise Darcy, 63 South St., Biddeford, Maine.

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THE THOMAS L. STOKES AWARD committee has announced the opening of competition for its third annual award of \$500 and a citation for the best writing in a daily newspaper on the development, use and conservation of energy and other natural resources. For the first time, this year the award will be open to writers whose work appears in Canadian as well as U. S. daily papers. Deadline for receipt of entries by the Stokes Award Committee is February 1, 1962. The 1961 award will be given for work published in a daily newspaper in the United States or Canada between January 1, 1961 and December 31, 1961. Anyone may submit an entry on his own or another's behalf. Entries should be submitted in scrapbook form, with an accompanying letter summarizing the work. Judging will be done by a panel of distinguished journalists (to be announced). Entries will be returned only on request. Submissions must be received by February 1, 1962 by the Stokes Award Committee, 2000 Florida Ave., N.W., Washington 9, D. C.

THE INTERNATIONAL ACADEMY OF POETS, to encourage poets to write Italian sonnets, offers for the second time, three cash prizes: \$200 first prize for the best love sonnet in the manner of Edna St. Vincent Millay; second prize of \$100 for the best sonnet in the style of Arthur Davison Ficke; and third prize of \$50 for a sonnet in the manner of Stanton A. Coblenz. Eligibility: any resident of the U.S., poets particularly. Rules: Any poem pertinent to the life or works of Edna St. Vincent Millay, Arthur Davison Ficke and Stanton A. Coblenz. All manuscripts must be typewritten, double-spaced, with name and address at the top of each numbered page. The name of the poet can appear on the manuscript. Only the poem will be considered. Although long letters will be discouraged, all communications or further inquiries concerning the contest should be brief. Contest runs from October 25, 1961 to October 24, 1962. Poems are to be sent to Henry Picola, 5 West 63rd St., New York 23, N. Y. Contest awards will be announced at the Annual Luncheon of the International Academy of Poets in 1962. Poets are urged to keep a carbon copy of their poetry in case of loss through the mails or being misplaced by the judges. No poems will be returned.

THE FIRST ANNUAL COMPANY PUBLICATIONS STUDY AWARDS competition is being launched by Edward Stern & Co., Printers of Philadelphia, New York and Pittsburgh. The competition is based on excellence in visual presentation, and, because of the scope and integrity of the event, the competition is being co-sponsored by New York University and the American Association of Industrial Editors. The purpose of the awards is to give national recognition to editors and company publications making particularly good use of the graphic arts, to encourage all editors concerned with the difficult task of raising standards of visual craftsmanship and to

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salute the good work of company editors as a group.

Prizes for the competition will include four \$100 First Awards for study by the winning editors in a field related to their work such as an extension or night course in layout or typography, copy preparation, industrial safety or economics. It is understood that these prizes will be awarded in the following categories: One in the external field, three to editors of internals: magazines or newspapers circulated within companies to employees. One internal publication category will be for circulation under 5,000; a second for circulation between 5,000 and 10,000; a third for circulation over 10,000.

According to Walter G. Arader, president of Edward Stern & Co., "In order to make this Company Publications Study Awards the most meaningful event possible, a brief individual critique of his or her entry will be given to each and every participant of the competition." The distinguished panel of judges will be chosen by the American Association of Industrial Editors and, according to William C. Lewis, president, will include representation from New York University. All entries will be reviewed on the following elements: (1) Design and Layout; (2) Typography and effective use of graphic processes; and (3) Inventiveness and originality. There is no entry fee, no complicated procedure to follow. Entry blanks are available on request to "Company Publications Competition," c/o Edward Stern & Co., Independence Mall, Philadelphia 5, Penna., from now until the contest deadline January 30, 1962.

THE ROSENTHAL AWARDS, given by the Richard and Hinda Rosenthal Foundation, are being established by The Society of Cinematologists. They are the first national awards in creative cinema for young American writers and directors. Two annual prizes of \$1,000 each will be given for the best original shooting script and for the best film submitted in competition by American citizens under 25 years of age. Contestants for the script award will be asked to submit a shooting script for a feature-length dramatic production. The script should have a shot-by-shot continuity, including camera instructions. The award for the best completed film will go to the credited director of the production, which may appear either on film or on video tape. March 1, 1961 will be the closing date for entries in the competition for the Rosenthal Awards for cinema, Professor Robert Gessner, chairman of the awards committee, said. Each entry must be accompanied by a notarized statement testifying to the age of the entrant, U. S. citizenship, authorship of work submitted, and copyright authority, if any. Entries should be sent to the member of the Rosenthal Award Committee situated nearest to the contestant's residence. Members of the Committee are Professor Robert Gessner, Chairman, New York University, Washington Square, New York 3; Professor Gerald Noxon of Boston

University, Professor Gilbert Seldes of the University of Pennsylvania, Professor Emeritus Kenneth Macgowan of UCLA, and a representative of the Rosenthal Foundation.

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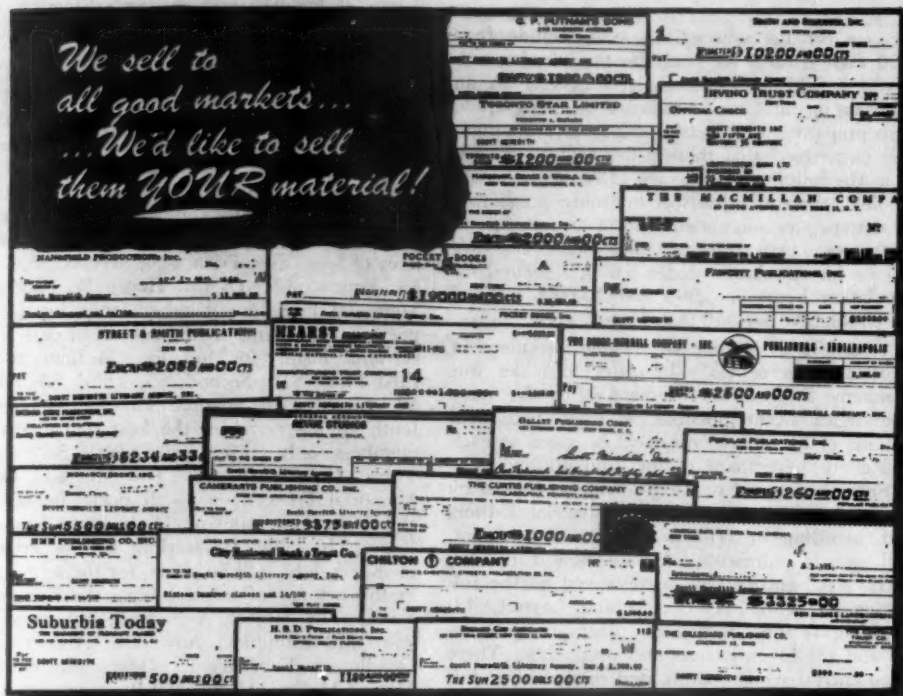
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Effective Dialogue

by PIERRE LONG

Effective Talk in fiction writing is a joy to the reader's ears and eyes. It will enhance and vivify the story being told. It may even help to characterize the person speaking it. But any writer who foists it to a pinnacle position—to the quasi-exclusion of the character's introspection and selective perception—belies the mosaic complexity of the human mind.

What the character *says* is only one of the several characterization dimensions in fiction storytelling. In a play, characterization has to be built exclusively through Talk and Pantomime. But in the medium of fiction, where the author is less constricted than the playwright, characterization is predicated—not so much on Talk and Physical Action—as it is upon the viewpoint or camera character's interior monolog, selective awareness, and pertinent-to-temperament-evolvement details of an earlier environment.

In presenting the *essence* of the character in preference to the *shell*, the writer focuses resolutely on the character's thwarted dreams and/or real or fancied anxieties, or guilt feelings. The writing is such as to impart to the reader the viewpoint character's emotional reactions of the moment. Because *conflict* is the engine of fiction, a story does not move for the reader—no matter how pungent the dialogue is—unless the viewpoint

character's deep-in-the-mind *conflict* comes through. But more than this the reader does not care what happens to the central character—regardless of what he verbalizes—until the author has characterized him by presenting his introspections, highlighted perceptions, as well as the *for instance* explanation-experiences which account for his present behavior. And if the central character is not the person through whose sensibilities the story is being unfolded (as in Gladys Schmitt's novel ALEXANDRA), the reader's concern for the central character has to be won through a sympathetic observer-character's introspective analysis of the central character's condition-of-mind.

An omission of the character's appropriate reflective, or exclamatory, or under-stress fragmentary thinking, or the failure of the author to present the "hinges" for the character's Talk and Actions is tantamount to the lazy painting-artist who poses his models with their hands out-of-sight.

In a sense, Talk—along with Physical Action (or Pantomime)—may be likened to *melodic line* in music. Melody itself—apart from the left-hand rhythmic, chordal or contrapuntal underpinning—seldom gives a satisfactory-to-the-hearer round-sound clangor. And it is only the extremely naive writers or the literary hacks of the world who believe that you can build a credulity conflict situation entirely on the right-hand "externals" of Physical Action and Talk.

Yet the problem often is one of sequence-of-presentation in fiction writing, as simultaneous occurrences cannot be presented at one stroke. The reader does not take in a whole page or even a whole paragraph at once; he perceives and assimilates details—one following the other. Consequently, the sorting out and arrangement of the details is always the writer's puzzlement. But this question of chronology is particularly significant when the writer wishes to delineate the character's emotion-of-the-moment. And here, almost always, the writer has the task of showing the reader—in a non-labellous way—the *specifics* behind the character's emotion or action.

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The impulse-to-action, in persons in a deliberative fabric-of-mind, comes about inductively, following their highlighted perceptions and exclamatory or fragmentary or reflective thinking. Ordinarily, a person is not conscious of his physiological reactions, and certainly not aware of the label for his emotion, until during or after the experience.

Illustrative of this phenomenon is the pre-william James' - Karl Lange' theory of emotions—explaining the momentary stasis which often accompanies panic—which diagrams a person's come-to-action:

man sees bear—realizes his danger—runs

In the *man sees bear—realizes his danger—runs* sequence, the fiction writer will demonstrate the emotional explosion of his usually-reflective viewpoint character by letting him grope to the label as a result of what he selectively perceives, and then proceed on to his resultant action.

He saw the tight crew cut, the huge melon head and the thick squat neck and knew that he despised this man. He let his fist smash into that bloated face. The man fell back against the wall and collapsed, blood streaming from his nose.

Yet Talk, also, is very often motivated by what the person has selectively sensed. And a person perceives that which is determined by his conditioning. Before we *talk* we usually *think* or *perceive*. And thus, the effective fiction writer very often will let his character come-to-speak after he has shown the character's thinking, after he has given the sight/sound or other sensory particulars which have given rise to the particular emotion and consequently to the utterance.

(Robert H. Brown,
FLAME IN THE VALLEY, novel)

The truck seemed to fall like a frightened animal through the nightmare of darkness—bolting, plunging, checking itself . . . squealing as it jerked around the curves. Once the wheels slipped. The truck slid weightlessly toward the rim of darkness. Abrams, opposite him against the tailgate, screamed. The spinning wheels caught and they plunged around the murderous twist of the road. They would all be killed

"Schmidt," he yelled. "Schmidt . . ."

A person's Talk is very often exclamatory—and therefore ungraphic. For instance, a salesman viewpoint character, in describing some secretary, could very well speak in clamorous phrases like this:

"Boy, was she stacked A real livin' doll! Jee-zus! you shoulda seen her. What a shapel! What a body! Oh, brother!"

From such image-poor conversation, the reader would have to form a fantasy in order to visualize the girl talked about. But in fantasizing, he might conjure up a five-and-one-half feet tall black-haired girl when the salesman's reference was to

a seven-foot blonde . . . Obviously, the author—in order to physically describe the girl—would have to let his salesman character reflectively introspect and selectively perceive to insure that the reader got the picture.

Nevertheless, what the character says is significant and the author shows his skill when he presents persons in his stories whose Talk is animated, caustic, and lifelike.

(Robert H. Brown,
FLAME IN THE VALLEY, novel)

Bill Conroy was standing just inside the tent-flap with his hands on his hips. His face was flushed, and the red broken veins in his cheeks made his eyes look quite blue and small. He tried to think who it was that Conroy reminded him of . . . Uncle Raffaello, that was who it was . . . Uncle Raffaello could hardly speak English, but he sounded like Big Bill just the same. They both sounded as if their voice was coming out between gravel. All rummies were alike.

"Hello, Bill."

"Say, Tony," Big Bill said. "You got a can of grapefruit juice?"

The son-of-a-bitch! "No," he told him. He wiped off the stove and watched Conroy. Conroy pointed to the cardboard case under the table.

"What's in the box there?"

There was a choking sensation in his throat, and he turned on Conroy. "Goddammit, Bill! You know what Lieutenant Pragan said about you guys comin' in here between meals."

Conroy tilted his head back so that the veins in his neck stood out in thick cords. "Now wait just a minute, sonny boy! Don't you start handin' me that stuff. The first thing you know, I'm liable to get mad—and we wouldn't want that to happen, would we? You take things easy for a while and we'll get along a whole lot better." He walked over to the table, reached down and took a can from the box.

"Hey Brasle, ole buddy-boy! You got an opener?" Brasle handed him an opener and a tin cup. He held the cup toward Brasle.

Brasle took a sip and put the cup down. "Jee-ee-ses! You'll burn your insides out on that stuff."

Conroy picked up the cup and walked toward the front. "Thanks for the juice, Tony." He pushed the tent-flap aside and went out.

In many books which allege to show the novice how to write fiction, advice is given that *dialogue must characterize*. Although this statement is not always valid generally it provides sound counsel. From the stance of the camera character, what the *other man says* is meaningful in that *he*—the camera character—has no positive way of knowing what the man is thinking. The camera character may interpolate—from the external circumstances—that, although the man is being surfacely affable and is, in fact, asking him to dinner on the morrow, it is always possible that—in his duplicity—

the man is forming introspectively: *You unmitigated scoundrel!* In such a situation, neither the camera character nor the reader can be certain of what precisely is going on in the mind of the other man.

Thus, minor and sub-major characters—because we are seldom taken into their thought processes—ought, usually, to characterize themselves by what they are verbalizing. But the camera or viewpoint character's Talk does not need to be relevant, concise or even of consequence if his corollary thinking is to the point-of-conflict. In fact: a compelling and affect-evocative dilemma situation can be given the reader by showing the dichotomy between *what is said* and *what is thought*. By letting the viewpoint character *speak* apparent trivialities at the same moment his *thoughts* are shown to be in turmoil the reader's anticipation-for-the-story's-apogee is heightened. For example:

(John W. Dickson, NANCY, short-story)

She was running around in circles half the time not knowing if she had studied hard enough to please her pin-headed parents or what she ought to be studying next. And the big laugh was she was no more the studious sort than the man in the moon. They would have had more luck trying to make a peasant out of her. She could have had full cheeks and smiling eyes and long yellow hair and a laugh as happy as all outdoors. But *they* couldn't stand for that. Gotta have a daughter with brains. Smart! Gotta be proud, even if she does end up with sunken cheeks and bags under her eyes and thin and pale and too damn scared or worn out to laugh.

"There you are, Mrs. Hillman. Enough to last a week. Take them just as the prescription says—one after each meal and one before you go to bed."

And in the last evaluation, the Biblical aphorism does have validity: *As a man thinketh, so is he*. The reader believes what the viewpoint character *thinks* and is inclined to discount or take lightly what he *says*. Gladys Schmitt substantiates this phenomenon in her novel A SMALL FIRE:

"Who's out there?" My voice was loud and unnatural and had in it the uncontrollable quaver which had warned me off the concert stage.

"It's just me, Miss Hartmann—Cathie."

"Oh, hello, Cathie," I said despondently, without moving.

"Are you busy? Can I come in?"

"Certainly. Wait a minute. I'm coming."

But I had left the door unlocked. Before I could get across the roof to open it and before Jenny could pull herself into the necessary academic order Cathie had pushed it back and stood on the threshold, hatless, in a sodden trenchcoat, rain running in trickles over her forehead and down her cheeks and chin. Her face, swollen with crying and reddened by the raw weather, was a simplified and coarsened in-

carnation of the face of Dirk Bouts' Weeping Madonna—a fact which only added frustration to my rage. What did she mean by coming to the door instead of ringing the buzzer and giving me the chance to pretend I wasn't there? What did she mean, after behaving for weeks as if I didn't exist, by bringing me whatever desperation was eating at her, without so much as a telephone call? She looked only at me—she seemed oblivious of Jenny's presence. There was stark exigency in her big green eyes, and whatever tag-end of sanity had been left in me made me afraid she was going to say something she would afterwards regret. "How nice to see you," I said with utter falseness.

In fictional Talk, we wish for the character to speak naturally—even if this means that he mouths faulty syntax . . . Many highly educated persons frequently are ungrammatical in their conversations. And when the writer wishes his character to speak ungrammatically, for the sake of characterizing him—by all means, he should let him misuse words. But—unless he is writing an *ironical* story wherein he is attempting to deprecate the viewpoint character—the writer should allow his viewpoint character's introspectational syntax to be correct.

Yet *written* Talk is never the literal replica of ordinary work-a-day speech. The writer uses all his stratagems or techniques of deceit to make his character's conversations appear to be natural and representational. When the writer succeeds in making his reader feel the I-am-there immediacy of a particular Scene, reader-writer identity is achieved.

Words stem from the pen or typewriter of the writing-artist, are affixed to pages which can be distributed, and are received visually or auditorially by the consumer or reader. In *suspenseful* story-telling—if the central character's of-the-moment emotional experience is to be communicated—it is necessary that the author and the reader achieve momentary identity. This is why the writer gets at and establishes contact with his reader through one of his characters . . . most often, his viewpoint or camera character.

In essence, then, at any dramatic moment in the *suspenseful* story, the author is communicating, in picture sonant olfactory gustatory, or tactile "imagery," through his camera character—projecting the camera character as his self-image. And it is more exacting to say that the author and his camera character—rather than being a speak-alike perceive-alike think-alike composite—are distinct in that the character is drawn as a person more self-consistent and more focussed to the point-of-conflict than the author could possibly be were he living the experience.

All of which amounts to an inverse way of saying that the fiction writer's *dream world*—the world about which he very often writes—is so much more fulfilling to him than his *present immediacy world*, that he constantly seeks to escape into his *dream world*. And it is this desire to

escape into his *dream world* which accounts for a large part of his wish-to-write.

Yet the writer writes about what he knows, but improves upon the situation—because, at least in his book or short-story, he can make it happen the way he would like it to happen. Thus, fictional conversation—because it is ingeniously fitted by the writer to some characterization or conflict-enhancement scheme—is never a true copy of the way people actually speak; yet it must read as if it were authentic. If conversation were recorded—tangential and digressive, redundant, circumlocuted as it routinely is spoken—it would lack intensity and coherence. The skillful writer therefore, improves upon the way it actually was said in order to make the words seem to characterize the person speaking them and also to further the viewpoint character's "internal" predicament.

Fairchild, a New Orleans writer, in William Faulkner's novel *MOSQUITOES*, explains it this way:

"In a book, now, it would be kind of terrible . . . if you forced characters in a book to eat as much grapefruit as we do, both the art boys and the humanitarians would stand on their hind legs and howl. But in real life . . . in life, anything might happen in actual life, people will do anything. It's only in books that people must function according to arbitrary rules of conduct and probability it's only in books that events must never flout credulity."

The writer is, after all, *god*, and the characters of his story are his people-of-ink puppets . . . puppets, however, with well-developed cutaneous receptors. *Squeeze* these puppets and they scream or cry. *Threaten* them and they rage or cower with the anticipation of touch. *Tickle* them and they squirm, arch their backs, vocalize with spasmodic responses of giggle or laugh. And they have sensitized minds, too. *Puncture* their dreams, or increase their fears, and they erupt emotionally. Yet the writer may take any liberties he pleases with his puppets, just as long as he maintains reader-credulity anticipation . . . That is to say: the reader has to fancy that what the character is saying or doing at that particular moment and in those particular circumstances—is appropriate to and indicative of that character's affect and cerebration.

But if the writer does not let us in on what is behind the fact that: the man is generally litigious; beats his wife regularly; kicks his children downstairs; leads blind men into traffic; yanks crutches away from cripples—we shall never believe the situation.

And although all fiction is "contrived"—in the sense that the author is *god* and controls the actions and interactions of his characters—we ask that the fiction not read as if it were "contrived." The author's hand—always there to prop up and animate the character—in *suspenseful* story-telling, must be hidden from the reader's view the story's bone-structure, the author's artifice or exhortation must never "show."

It is traditional for the textbook on fiction writing to advise (along with the usual First-Primer admonitions of "Enclose what the character says in quotation marks." and "Give each speaker his own paragraph.") that—for the sake of variety—appropriate-to-the-speaker's-mood *helping verbs and adverbs* be used. Such books often will give a listing of acceptable substitutes for *he said—she said*. The substitute conversational-tags may run like this: *he snarled; she muttered; he ejaculated; she fired back; he said titteringly . . .*

Obviously, such quaint and Victorian tag-phrases suggest the exaggerated gestures and postures of the Silent Movies and—if used—would provide the reader with a good deal of unintended humor.

He said and *she said* and an occasional *he/she told him/her* are very often the only appropriate tags—even in those instances when the speaker is asking a question. And even these would come under the heading of Waste Words were it not for the fact that they serve the necessary function of indicating *who is speaking*. To use more ostentatious phrases would be to call the reader's attention to the inconsequential.

To indicate who speaks—and to avoid the tiresome-to-the-reader repetition of *he said—she said*—sometimes the Talk should be led with the speaker's characterizing small action or nervous mannerism:

She unhooked her heel from the metal rung of the stool, placed her foot tentatively on the floor. "I really must go home, now. It's late."

I turned away so that she would not see my face. "That might be for the best," I said.

He shifted his toothpick. "It just don't figure! It don't."

Or, if it is the viewpoint character speaking, what is said may be preceded by his selective awareness or introspection, or a combination of both, as in Gladys Schmitt's novel *GATES OF AULIS*:

The cab moved out of the light turned from the last gaudy avenue to the imperial height and solemn bareness of the boulevard. Between peaked roofs and triplex wires shone the ripe full round of the moon. River and mist lay in the valley below them, but the air through which they moved was dry and clear. In the stretch of darkness, the image of his face appeared on the surface of glass, and he thought of the somber, sepia face that would be waiting behind the door—strong jowl, loose lips, pale, burning eyes.

"I'd give my guts to know why he wanted me. There were plenty of other graduate students—" (Bessie Breuer, *MEMORY OF LOVE*, novel)

When you've had a little to drink not too much but just enough to ease you up and make you feel light that's when a man can really drive and you and the machine are one thing. The houses flatten out and rush away on all sides, the moon is racing the stars are jerking in the sky, the trees are rushing at you, the telegraph poles caving in toward you, the whole world advancing, rushing on you in the whirring roar.

'The road itself stretches up to the sky, down in blackness, heaving, swelling, receding, coming up at you and it's going to get you and you rush past all the menace and your heart gets wild and happy and roars like the engine.

"Move nearer please," I said.

In those instances where the writer wishes to pillory two persons (usually, sub-major characters), simultaneously and for separate reasons in emotional turmoil *cross-point dialogue* serves well. Paddy Chayefsky illustrates this technique in his three-act Television play *THE BIG DEAL*:

Complainer (Pushing two quarters over to Joe):

"I haven't won a hand all night, you know that? I get nothing but nines and jacks."

Well-Dressed Man: "So I was telling you, Harry, I went into this store, and I told the salesman: 'Look, money is no object. I want a suit that will hold its shape in hot weather.' So he takes out this bolt of cloth . . ."

Complainer: "Right now, all I want out of life is to see one flush, preferably in spades."

Well-Dressed Man: "Harry, feel this cloth, will you? Have you any idea how much this suit cost me? A hundred and eighty-nine dollars . . ."

Complainer: "Joe, are we or are we not old friends?"

Joe: "Sure."

Complainer: "Then, deal me a decent hand, will you?"

Well-Dressed Man: "Joe, take a guess. How much do you think I paid for this suit? A hundred and eighty-nine dollars. It's a special cloth, imported from Egypt. They wear this kind of material on the desert."

Complainer (Picking up his cards as they come in): "Joe, what are you dealing me here? What are you trying to do, bankrupt me?"

Well-Dressed Man: "This material is as light as paper, but it wears like iron . . ."

Complainer (Leaning over and showing his cards to Joe, who, as dealer, does not play in the hand): "Look what you gave me, will you? Do you see fifty points meld in this whole hand? (To the others) All right, all right, who bids?"

Well-Dressed Man: "So, Joe, let me tell you about this suit . . ."

Fiction is strung upon Scenes. When the writer is not presenting a Scene, he is (or should be) transitioning—as quickly as good technique will allow—to the subsequent Scene. The skilled fiction writer creates Scenes just as a playwright does . . . But, unlike the playwright, he takes his time to let the reader see, hear, smell, taste, and feel every significant dramatic situation.

In those situations where the writer wishes to bridge adroitly two Scenes or to telescope-inwards to cursorily cover a block of non-vital conversation, *indirect discourse* is a handy technique. In *indirect discourse*, the reader is routed around idle, tedious, or digressive Talk and is placed

quickly either in the next Scene or in the next dramatic instance in the same Scene. Here is how it works:

(Gladys Schmitt, *A SMALL FIRE*, novel)

It was a pity in more ways than one that Emily and Julius had to miss the Milstein concert. They called me—that is, Julius did—at seven-thirty and told me to order a taxi since they would not be able to come for me. Emily had banged a glass coffee maker against the table and broken it and scalded her knee with the boiling coffee; no, she was all right, they didn't want me to come over; I should go over and enjoy it and tell them about it later; the only pity was that the tickets would have to go to waste. And it was strangely unnerving to sit in the packed hall with the two empty seats behind me: I missed the Grüenbergs, I ached for Emily, and I felt peculiarly exposed and conspicuous.

(Gladys Schmitt *A SMALL FIRE*, novel)

The greater part of the sorry little audience—I had been right in thinking that almost everybody at the recital was closely connected with one of the participants—was jammed into the relatively meager space, which smelled of their damp umbrellas and furs. Although there was no reason for muting the conversation, their talk was as low and decorous as talk in a funeral parlor, and all of it was of a kind: Selma and George and Theodore had played beautifully, just beautifully; Joan's dress had looked stunning; the audience had been very warm and enthusiastic, and the great wonder was that so many people had come out on such a night.

And of course there are other instances when what might be presented in quotation-marks-enclosed-Talk is more effectively given in deliberative introspection. In Chapter One, or near the start of a short-story, the author needs to give the reader the How? Why? What? Where? When? Who? of the situation just as soon as he can skillfully work the as-of-now "external" details in. But in fiction—whose techniques differ from those of Play Writing—important information is not carried in Talk.

Bringing the reader up-to-date is a tricky business always and should be accomplished interstitially and introspectively in such a way that the author's intent does not show. The use of Author's Viewpoint—wherein the story moves too quickly and is too fortuitously "contrived" to allow for reader-character identity, and wherein necessary information is covered perfunctorily in a telescoping-inwards author's-intrusion narration—is evidence usually of the writer's lack of fiction skill.

Craftsmen like Kay Boyle, Gladys Schmitt, Harry Mark Petrakis, Jan Carew—writers' writers, all of them—juggle the techniques of Dialogue and introspection with consummate interplay. They are aware, always, that they have a reader to *entertain*, aware that they cannot afford to lose his focus for an eyelash flicker, aware that he will

not be interested in their character until he is shown their character's "internal" reactions to things . . .

In characterizing the character, the "whole" person has to be considered. What the man says is only one facet in his total make-up. The man is, after all, the sum of all his parts, the product of his conditioning. What frightened him as a child, or what he fancied he would become, is significant—all of it—to the reader's understanding

of the "whole" man now. What the character says is generic to the way he perceives things the way he thinks, and the way he was brought up. To fail to present the man's cerebrations, his reactions, his formative dynamics, or any experience-specifics which will explain his present set-of-mind, is to cheat the reader of his due. All of which is saying: Talk, by itself, in fiction, will never characterize the man completely.

BUSINESS MAGAZINES - - the Writer's Greatest Opportunity

by LEONARD SLOANE

Leonard Sloane is employed as news editor of *PURCHASING Magazine*, a leading business publication in the industrial field. Formerly he was a staff reporter for *THE WALL STREET JOURNAL*.

Perhaps the greatest opportunity for free-lance writers today—both young and old—is in the field of business magazines.

More than 2275 of these magazines, also known as trade papers or business papers, are now being published. Their content covers every industry, profession, or trade—from decorating to dentistry, from banking to boating, from fashions to foundries.

With such a wide range of publications to choose from, writers have countless topics to select for articles. However, because of lack of knowledge of business magazines, the number of writers who contribute regularly is substantially smaller than those who free-lance for consumer publications.

There may have been some justification for this many years ago when few business magazines paid for contributed material and those that did pay were not overly magnanimous. But this is no longer generally true. Payment for business magazine articles, which in most cases are shorter in length than those in consumer books, starts at around \$25 and ranges up to \$500—with even more for special features and series.

How do you go about writing for a business magazine? Best bet is to start off with *Business Publication Rates and Data*, a publication of Standard Rate & Data Service. This thick handbook, published every month, lists all of the business magazines printed in the United States by 159 different subject categories and is designed primarily for advertisers. It includes helpful in-

formation for writers, however, including the editor's name, address, circulation, and frequency of publication.

For example, Class 36 contains all of the publications that cover or touch on the drug industry—such as *American Druggist*, *American Professional Pharmacist*, *Drug Topics*, and *Drug Trade News*. Free-lancers can find important information about each of these magazines and the industry they serve by browsing through the listings and the adjoining advertisements.

Most business magazines are monthlies others are bi-weeklies, semi-monthlies, and weeklies. Some are paid circulation magazines—others are controlled, or free, circulation publications. As expected, New York is the publishing headquarters for business magazines, with other centers located in Chicago, Washington, Los Angeles, San Francisco, and Philadelphia.

Of course, certain magazines are 100% staff written, while others are filled almost entirely by outside contributors. Some large publications have a 60% contributed-40% staff ratio, and this percentage holds true among many of the monthlies.

In studying *Business Publication Rates and Data*, it soon become apparent that business magazines can be divided into two primary categories: vertical and horizontal. Vertical publications are written for those in a particular business or industry, like metalworking (*Iron Age*), petroleum (*Oil and Gas Journal*), or construction (*Construction Equipment*). Horizontal magazines are de-

signed for those in a particular profession or job classification in all industries, such as design engineers (*Design News*), accountants (*Journal of Accountancy*), or purchasing agents (*Purchasing*).

Readers of business magazines, whether horizontal or vertical, are specialists in their fields. Therefore business magazine articles must be written for the specialist who is seeking more information on a particular subject, rather than for a general casual reader.

The two most important types of business magazine articles are the exposition and the case history. Expository articles describe a new process, technique, or method. They bring the reader up-to-date on the state of the art and make him aware of ideas that he will need to know in order to do a better job.

A piece describing a new method of steelmaking or aluminum extrusion could be an expository article for *Steel*. Readers of *Mill and Factory* might be interested in a new conveyor system for materials handling. Procedures to reduce paperwork in small offices could be a big help for subscribers to *Industrial Distribution*.

Case history articles are usually easier for the free-lance writer to prepare. They involve reporting how someone or some company is solving a problem, using an idea, or taking advantage of a new machine. Most business magazines use case history articles and provide a ready market for outside contributors.

Has a local plant just installed automated machinery? This might be the subject of a case history article for one of the plant or machinery magazines. Has your favorite restaurant put in air conditioning and thereby boosted its summer trade? Any one of four or five restaurant magazines might be interested. Even an undertaker in your community may have developed a new technique that is worth an article in *Casket and Sunnyside*.

Once a topic and a general market has been selected, it's best to go ahead with the article without sending out query letters. Reason is that most business magazine editors can't tell from an outline whether or not they can use a story. Often it's the method of presentation that makes the difference between a sale and a rejection slip.

For instance, one writer had an article idea about how the use of copying machines in the design department of a large company cut paperwork by 10%. In digging up information for a story to sell to one of the design or engineering magazines, he obtained reams of data about the history, operation, applications, and accessory equipment of the copier. When he wrote his article, the emphasis was on the wonders of the copier, rather than its use in the particular design department. The result was that he made many friends in the public relations department of the copying firm, but couldn't sell the story to any of the publications.

This also points up the fact that many corporations are willing to go out of their way to assist writers of business magazine articles. Company

officers and executives are available for interviews, plants and machinery can be inspected, and photographs of the process or technique in operation (always certain to whet a business magazine editor's appetite) are often taken free of charge by the public relations staff. These companies realize that publicity in a business magazine read by their own customers is well worth the effort expended—and they will simplify the job a good deal for the free-lance writer.

A number of major business magazines sometimes publish special features and series of a less than specialized nature. These series are designed to help readers improve their techniques in general management areas—such as personal relations, public relations, and speaking techniques—and are not limited to any particular field.

An article along these lines that might be suitable for ten or twelve business magazines could be headed "Are Businessmen Neurotic?" Data as to the stability, rationality, and frustrations of the average businessman would interest plumbing contractors, architects, and men's wear salesmen alike. With the same basic set of statistics, an enterprising free-lancer could write a dozen articles on this same theme (viz., "Are Bakers Neurotic?" "Are Chain Store Operators Neurotic?" "Are Chiropractors Neurotic?" etc.).

A smaller, but important, market for business magazine articles is comprised of regional publications. These magazines limit themselves to a particular city, state, or region and generally run articles of special interest to readers in that area.

In addition to sheer numbers, what makes business magazines such a great opportunity for free-lancers are the prospects for growth. In recent years, many newspapers have merged or folded because of sharply rising costs. General magazines are ceasing publication each year. But business publications continue to grow—some 50 new magazines will probably begin publication this year.

There are many reasons for this growth. First, as industry becomes more specialized, the need for more sources of information rapidly rises. New industries producing materials and supplies for the space age require business magazines to help spread the knowledge of the field. A publication like *Space/Aeronautics* was unheard of 25 years ago because the subject itself was unheard of. More new publications will start up in the years to come to serve fields where a new need has been created.

Then the nation is undergoing a changing labor pattern. The number of blue collar workers is declining while the white collar group is becoming larger. This rise in office workers means more readers of business magazines. Secretaries, office managers, accountants, and vice presidents all have business magazines written for their interests.

There has also been a great increase in the amount of leisure time available. Leisure activities have become big business for many companies—and business magazines are expanding to service the leisure time industries. *Bowling Proprietor*, *Boating Industry*, and *Swimming Pool Age* aptly

describe the important leisure time fields that they serve.

Finally, business magazines are improving their layout, using more color, photographs, and illustrations, and raising the quality of their writing. Great chains of business magazines, such as McGraw-Hill, Chilton, Conover-Mast, and Penton, are providing vital staff services to their books. These improvements make business magazines a much more desirable package for the reader—and for the advertiser.

The last point should not be overlooked, since advertising pays for the overwhelming proportion

of business magazines' upkeep. In 1960, advertisers invested about \$600 million in business magazines to reach approximately 44,000,000 readers.

All of this adds to the writer's challenge and increases his opportunity in business magazines. From the time of the first American business magazine published in the eighteenth century (*New Hampshire Journal*) until today, free-lance writers have contributed substantially to the growth of the business press. In the decades to come, they will continue to contribute—and enlarge their own income in the process.

Market List of BUSINESS MAGAZINES

Agricultural Equipment

Irrigation Dealer & Well Driller, 4710 N. 16th St., Phoenix, Ariz. (M-50) Illustrated factual feature articles about dealers and farm water well drillers who sell irrigation equipment 50-3,000 words. Albert Harlings. News stories \$2-\$5, features \$10-\$15. Pub.

Land Improvements, 4710 N. 16th St., Phoenix, Ariz. (M-50) Same requirements and payment as **Irrigation Farmer & Well Driller**, except that material should deal with soil conservation contractors.

Amusements

Boxoffice, 825 Van Brunt Blvd., Kansas City 1, Mo. (W) National film weekly with correspondents in principal cities covering news of motion picture industry, theaters and their personnel, legislation affecting motion pictures, construction news, etc. Photographically illustrated features dealing with various phases of theater management. Also articles on new theater construction, important remodeling jobs, concessions merchandising, theatre (drive-in) merchandising efficient food preparation, etc. Invites inquiries on articles of this type. Nathan Cohen, Executive Editor. Pub.

The Modern Theatre, 825 Van Brunt Blvd., Kansas City 24, Mo. (M) Articles to 2,000 words on theatre construction, with photos; remodeling projects, particularly when before and after photos are available; theatre concession merchandising, new theatre foods, etc.; safety, maintenance, and general operation of the physical side of motion picture theatre. Lois Thatcher, Managing Editor. 50c per column inch, but time and expense in obtaining material is taken into consideration. Payment on publication.

Automotive, Bicycles, Etc.

American Bicyclist, 461 Eighth Ave., New York 1. (M-35) All material is written by freelance writers, submitted on speculation. Quality book, enamel stock, liberal on photos. Sharp black and white prints 8 x 10 or 5 x 7 acceptable; no transparencies. Stories submitted without photos will not be considered. Length 500-800 words for articles, or adequate caption data for photo stories. Trade magazines, no fiction, no consumer material. Slant to repair shops and dealers in bicycles motor scooter motor karts and hobby items. Typical story tells unique traffic builder or merchandising idea used with success by some actual dealer. Also items under 100 words on shop hints for

"Workbench" page. Simple poster-like pin-ups also invited within strict limits: photo must include bike of American make, girl must be really pretty, should look like teenager despite pose and/or costume designed to appeal to bike mechanic, should convey association of bicycles to appeal of fresh good looks of American youth with reader-stopping impact. Costume should be severe decolete with short-shorts or else swim outfit or leotard. Rate 2c and \$5 - \$15 photos. Pub. Barton Hickman, Ed.

The Bicycle Journal, 606 S. Main St., Fort Worth 2, Tex. (M-25) Success stories on bicycle stores, interviews; Photos required. Also photos of displays, interior and exterior of bike stores, "leg art" models on American bikes (up to three photos of each model). Bil Quinn. 3c word on stories not to exceed 700 wds., photos \$5 on bikes stories, \$10 on models. Can use up to 3 poses of same model for \$25.

Brake and Front End Service, 11 S. Forge St., Akron 4, Ohio. (M) Articles of interest to brake and wheel service shops, alignment specialists, "front-end" operators. (Editorial covers brakes, wheels, springs, shock absorbers, steering, wheel alignment and balancing, all "safety" services). "How-to-sell" articles—how shops promote the sale of their services—brake work, power brakes, shock absorbers, wheel alignment, mufflers, etc. Good photos a "must." Photo-sequence angle always good; step-by-step demonstrations of service, selling, advertising, bookkeeping, hiring-firing, personnel training, shop methods, etc. Hal Kullman, Managing Editor. 2c, photos \$4. Acc. (within 30 days). Query.

Commercial Car Journal, 56th & Chestnut Sts., Philadelphia 39, Pa. (M) Technical articles on truck and bus fleet management, maintenance, safety programs. Working knowledge of field essential. \$25-\$75 on article; photos \$7.50. Pub. or in advance if delayed. Query. Bart Rawson, Ed.

Equipment Superintendent, 80 Lincoln Ave., Stamford, Conn. (M-35) Articles on maintenance and new developments in diesels and their uses in trucking, construction equipment, municipal and public utility power generation, general industrial use, highway transportation, construction equipment and off-highway vehicles, pipelines and petroleum industry, agricultural, logging, mining, railroad. Photos. Brian P. Emerson. \$35 per page including photos, as article appears in magazine. Pub.

Home and Auto Retailer, 75 Station St., Southport, Conn. (M) Easy-to-adapt retailing methods in home and auto supply stores unusual solutions to store problems. Stories must be about actual store operators. Photos illustrating point of story. 2c, photos \$5. Pub. Query.

Lawn Equipment Journal, 606 S. Main St., Fort Worth 2, Tex. (M-25) Bill Quinn, Editor. Success stories on lawn equipment stores, interviews; photos required. Also photos of displays, interior and exterior of stores, "leg art" models with lawn equipment (up to three photos of each model). 3c, on stories not to exceed 700 words; photos \$5 on lawn equipment stories, \$10 on models; 3 poses of same model for \$25.

Modern Tire Dealer, 630 Third Ave., New York. (M-25) Success stories and small business management, promotions and merchandising articles about tire, battery, and automotive accessory dealers and service stations with large volume TBA business. Photos. E. H. Zielasko. \$25 a page including photos. Pub. Query.

Motor, 250 W. 55th St., New York 19, (M-50) Articles describing profitable ideas for automobile dealers and garages in selling new and used cars and in merchandising repair service and on management. Need 1,000 words pieces on selling tires, batteries and accessories (TBA). Photos. Cartoons. Edward Ford, Editor. Payment according to worth, photos \$6. Acc. Query.

Motor Age, 56th & Chestnut Sts., Philadelphia 39, Pa. (M) Automotive Service, merchandising, shop kinks, personalities. Photos. Cartoons. Frank P. Tighe, Editor. \$35-\$50 per article; photos \$5-\$10. Pub. Query.

Motor West, P.O. Box 650, Orange, Calif. Briant Sando, Editor and Publisher. Brief articles with pictures about how garages and service stations in Western states build business local success stories; unusual signs. 1½c. Pub. Query.

Rivers & Harbors, formerly **Motorship**, 80 Lincoln Ave., Stamford, Conn. (M-25) Operation of tugboats, towboats, barge lines, and towing companies; new construction, conversions. Photos required. Bruce Millar, Jr. \$30 per published page, including photos. Pub. Query.

Tire and TBA Review, 11 S. Forge St., Akron 4, Ohio. (M) William Whitney. Business methods of independent tire, battery, accessory dealers, independent oil jobbers, retreaders, vulcanizers. Well-written articles with top-notch photos; photo-sequence articles. Photos of tire shops and tire men. 2c, photos \$4. Acc. (within 30 days). Query.

Beauty

American Hairdresser, 16 W. 46th St., New York 36. (M-60) Unusual beauty salon management and selling ideas, preferably in shops of four or fewer operators. No unsolicited material accepted. Clear with editor before submitting. Acc.

Beverages

American Brewer, 33 Lyons Place, Mount Vernon, N. Y. (M-35) A. L. Leonides Castro, Managing Editor. Articles on science of brewing and brewery management to 1,500 words. Particularly interested in technical, materials-handling and distribution articles specifically for breweries. News of brewing industry. Photos. Articles \$25 up. Pub. Query on articles.

Brewers Digest, 4049 W. Peterson Ave., Chicago 46. (M-35) Articles on technical aspects of brewing, brewery management, advertising and distribution (also on wholesaler operations), but all must relate specifically to beer. Bernard Erf. 2c including photos. Pub. Query.

Liquor Store, 17 E. 48th St., New York 22. Essentially a picture magazine showing how promotions, modernization, etc., pleased customers. Story should be told largely through captions—maximum of 1,200 words of straight text. Frank Haring. 2c, photos \$6 up. Acc. Query.

Southern Beverage Journal, 327 Avenue Alcazar, Carol Gables, Fla. Illustrated case history articles on retail liquor merchandising in Arkansas, Florida, Georgia, Kentucky, Louisiana, South Carolina, Tennessee, Texas. Most material is handled by appointed correspondents. John Hiser. 1½c-3c, photos \$3-\$5. Acc.

Boats

Boating Industry, 205 E. 42nd St., New York (13 times a yr.) Success stories of boat dealers, 1,000-2,000 words, with photos. News items of the industry, 300-500. Charles A. Jones. 5c-8c. Pub.

Bottling

The American Soft Drink Journal, 316 Peachtree St., N. E., Atlanta 8, Ga. (M-50) Sales and merchandising in soft drink bottling operations—750-1,000 tow or more photos. Willis Johnson. 1½c; photos \$3.50. Pub.

Building and Related Materials

Air Conditioning, Heating & Refrigeration News, 450 W. Fort St., Detroit, Mich. (W-20) Unusual applications of commercial and industrial refrigeration and commercial and residential air conditioning; dealer success stories. Phil B. Redeker. 6c published line; photos \$5. Pub. Query.

American Builder, 30 Church St., New York 7. (M-35) Articles on planning and construction of special interest to light construction builders. Plans and photos of new houses. Seldom accept non-staff written material. Joseph B. Mason.

American Paint Journal, 2911 Washington Blvd., St. Louis 3, Mo. (W-10) Articles on merchandising sales, new plants, plant layouts for the protective coatings industry. Photos. News. G. O. Stevenson. 2c. Pub. Query.

American Roofer & Building Improvement Contractor, 180 N. Wacker Dr., Chicago 6, Ill. (M-60) Articles 600-1,000 words on manufacture, sale, estimating, application of all products used in the industry—asphalt, coal tar pitch, asbestos, wood, aluminum, metal, slate tile roofing and siding, plus such building specialties as gutters, leaders, storm windows and doors, weatherstripping; also on men and women in the industry. Primarily interested in contractors—how they began and success attained. Fillers. Photos. News. No obituaries, clippings, or rehased items. No "how to sell"—but "how they sold." James McCawley. 1c, photos \$2. Pub.

Building Specialties, 425 Park Ave. South, New York 16. (M-35) Articles, news, photos, about new building products. Interviews with home improvement dealers; stories on selling door-to-door in home improvement field (not building), 800-1,000 words. Must be specifically authorized by editor. Arnold Romney. 2c up, special stories \$35 and \$50 each, authorized interviews (800 words) with 2 photos \$50, home improvement sales stories (no general sales stories) \$30. Sales "idea" stories which develop idea or theory of some selling method, using an actual home improvement dealer as an example, 800 words plus 4 photos, \$50. Query on all articles.

The Contractor, 230 W. 41st St., Herald Tribune Bldg., New York 36. (Semi-M) Directed to the top 20% of employing contractors in plumbing, heating, air conditioning. News and features, written in tabloid news style, about contractors merchandising operations, and management methods and P-H contractors association activities. Clippings. Pictures. Seth Shepard, Editor. 3c up. Pub. Free guide for freelance correspondents available.

Home Improvement Topics, 11 S. Forge St., Akron 4, Ohio. (M) Articles of interest to the home improvement contractor, building specialties and building supply dealer engaged in home improvement. Unusual articles on how a contractor or dealer has become successful; methods of promoting home improvement projects; sales aids used. Good photos a "must." Not interested in articles about fly-by-night firms. Bill Freeman, Managing Editor. 2c, photos \$4. Acc. (within 30 days). Query.

Plastering Industries, 215 W. Harrison St., Seattle 99, Wash. (M-25) Material about lathing and plastering to appeal to professional craftsmen and contractors. News. Photos. Cartoons. C. F. Clay. 25c-\$1 per published inch, photos \$2-\$5. Pub. Query.

Plumbing-Heating-Cooling Business, 144 E. 44th St., New York 17. (M-50) John Carlson, Editor. Merchandising, how-to-do-it, management problems of plumbing-heating, air-conditioning contractors (retailers). News of industry. Photos. 3c up, pictures \$5 up. Pub. Query.

Reeves Journal—Plumbing, Heating, Air Conditioning, 3665 S. Vermont Ave., Los Angeles 7, Calif. Edward E. Howard, Editor. Covers 40 states, but essentially west of Mississippi River. Business and procedures by which master plumbers and heating contractors have improved business, to 1,000 words. No technical articles. Case history and definite example type of articles especially desirable. MSS. read about 15th of each month. 2c up, photos \$5.00 up. Acc. Query.

Business, Finance

Administrative Management, Geyer-McAllister Publications, 212 Fifth Ave., New York 10. (M-36) Walter A. Kleinschrod. Articles, preferably signed by top executives, on management aspects of business—the management “why” as well as “how to.” Case histories of new methods. Especially wants one-page features, with one picture or chart. Photos. One-page features \$25, 1,500-2,000 words \$50 up. Pub., except when held over a month.

Barrons National Business & Financial Weekly, 40 New St., New York 4. (W-35) Financial and economic subjects of direct interest to investors, 800-1,200 words. Robert B. Bleiberg. \$100-\$200 per article. Pub. Query.

Commerce Magazine, 30 W. Monroe St. Chicago 3. (M-35) Articles 1,000-3,000 words of interest to executives; new techniques for management or general background useful to management. Alan Sturdy. 4c up. Acc. Query.

Factory, 330 W. 42nd St., New York 36. (M-50) Articles to be by-lined by plant operating executives. Photos. Lester R. Bittel \$25 per page. Acc. Query.

Forbes Magazine (of Business and Finance), 70 Fifth Ave., New York 11. (Semi-M-35) James W. Michaels. Illustrated articles on financial news of major companies whose securities are publicly-held. Unusual financial slants on business. Informal, casual photos of presidents and chairmen and characteristic industrial activity. No freelance material being considered at this time.

Good Business, Lee's Summit, Mo. (M-15) Articles 800-1,600 words emphasizing Christian principles in business first-person stories especially desired. Fillers to 400. Poems to 20 lines on business theme. A very few photos of industrial subjects with business slant. James A. Decker. 2c up, poetry 25c per line up, photos \$6. Acc. Pamphlet of suggestions for writers available.

Sales Management 630 Third Avenue, New York 17. A magazine edited for the sales executive, designed to help him with advertising, manpower, distribution, incentive, compensation, and quota problems. Case history type articles. Authors are staff members and sales executives of companies. Philip Salisbury, Editor.

Today's Secretary, 330 W. 42nd St., New York 36. (M) Fiction (dealing with office situations, not romance) to 1,000 words. Articles about secretaries to important persons and about prominent persons who started their careers as secretaries. Mary Jollon. \$20 up. Acc.

Ceramics

Ceramic Age, 2728 Euclid Ave., Cleveland 15, Ohio. M. Saul Hoffman, Editor. Features and technical articles to 2,000 words on all phases of the ceramic industries. News items. Photo stories. Query.

Cleaning, Laundries

The Guide, 316 Peachtree St., N.E., Atlanta, Ga. (M-50) Promotion, production systems, sales—laundry—dry-cleaning and commercial-power, quick, service, linen supply, diaper service establishments in the South 1,200 words, six photos. News of new plants, remodeling, personnel. S. R. Harman. 1½c up, photos \$3.50 up. Pub. Query.

Launder-matic Age, 60 E. 42nd St., New York 17. Material on operation of automatic (self-service) laundries, also combination automatic laundries and dry-cleaning establishments, and coin operated automatic laundries. Frank Thompson. 1½c, photos \$3. Pub.

Clothing

Apparel Register Publications, Inc., 99 Chauncy St., Boston 11, Mass. Publishes 30 newspapers entitled **Apparel Register**, the specific names indicating region covered, as **New England Apparel Register**. Also publishers of **Modern Retailer** monthly, serving discount and self-service dept. stores. Query. Covers all of the country east of the Mississippi, also California. Appeals primarily to stores handling women's and children's apparel, and seeks articles about 1,000 words based on interviews with retailers in these fields on merchandising, selling methods, advertising, store layout, new stores, anniversary celebrations, etc. No consumer-type fashion copy. Men's wear copy acceptable from New York State, Philadelphia area, Florida. Women's wear copy acceptable from Pennsylvania, Missouri, Kansas, Iowa, Arkansas, Texas, Minnesota. Harold S. Larkin, Editor; Sidney Davis, feature Editor. 1½c, photos \$5 if original, \$1 if obtained from store. Acc.

Boot & Shoe Recorder, 56th and Chestnut Sts., Philadelphia 39, Pa. (Semi-M) News about retail shoe people, shoe organizations, shoe manufacturing, and allied industries. One paragraph humorous items about shoes. John J. Reilly. Query on articles; send news at once.

Infants' & Children's Review, 111 Fourth Ave., New York 3. (M-50) Merchandising stories, particularly on good infants' sections or little boys' sections in department stores. Also stories on good specialty shops that are doing an outstanding job in promotion and other phases of retailing. No stories of lowered, popular price stores. Dorothy Stote. \$25 per page. \$5 per photo. Acc. Query.

Communications

Audio, P.O. Box 629, Mineola, N. Y. (M-35) Technical and semitechnical articles related to sound recording and reproduction. Photos. C. G. McProud. \$28 per published page. Pub.

Radio-Electronics, 154 W. 14th St., New York 11. (M-50) Articles on all branches of electronics, including radio, high fidelity, industrial servicing, TV servicing, radio and electronic construction. For repair technicians primarily—but written so as to interest experimenters, engineers and technicians in other fields and audio enthusiasts. Most urgent present need—construction articles, especially on electronic devices, TV articles, especially servicing. Articles on industrial electronics and servicing are also still in good demand. Preferred length, 1,500-2,500, but shorter and longer articles occasionally accepted. Photos only with articles or good technically explanatory caps. Technical cartoons. Fred Shunaman. Rate varies according to quality of material. Acc.

Telephone Engineer & Management, 7720 N. Sheridan Rd., Chicago 26. (Semi-M) Activities of telephone companies, personalities, new construction, rates, financing. Articles to 2,000 words and news. Good photos, John G. Reynolds, Editor. In general, 3c; good rates for articles; photos \$5. Pub. Query on articles, not news.

Drugs

Western Pharmacy, 1280 Columbus Ave., San Francisco, Calif. (M-35) F. E. Colwill, Editor. Articles 1,000 words on drug store merchandising, manage-

AUTHOR & JOURNALIST

ment, display, layout and design. Photos. 2c word. \$3 for photos. Acc. Also publishers of **Western Feed & Seed** and **Agricultural West**.

Engineering

Engineering News-Record, 330 W. 42nd St., New York 36. (W-35) Technical and business articles on engineering and construction topics. News. Photos. Magazine is largely staff-written. W. G. Bowman, Editor. \$2 per column inch for material printed, photos \$10. Acc.

Highway Magazine, Middletown, O. (M) Highway construction (including bridges) maintenance; beautification; safety; highway material historic or unique. Photos essential. Occasional single photos. C. W. Tyler. 5c, including photos. Acc.

Irrigation Engineering & Maintenance, 624 Gravier St., New Orleans 9, La. (M-25) Experiences of irrigation district managers, to 1,500 words; particularly wants illustrated features on irrigation equipment dealers. Bill Saratt. From 2c. Pub.

Plant Engineering, 308 E. James St., Barrington, Ill. Technical articles 500-1,000 dealing with mechanical, electrical, and steam engineering. Photos. R. F. McCaw. Minimum \$25 per printed page, but payment based largely on merit and technical content of article. Acc. Query.

Feeds, Seeds, Fertilizers

Commercial Fertilizer and Plant Food Industry, 75 Third St., N.W., Atlanta 8, Ga. (M-20) Clay W. Penick, Jr., Editor. Articles, News, photographs relating to chemical fertilizer mixing plants and their executive personnel. 25c per column inch (35-40 words) Higher rates for specific assignments. Pub. Query.

Feed Age, 520 N. Michigan Ave., Chicago 11. (M-25) Articles of interest to livestock and poultry feed manufacturers. Carl Swinehart, Editor. 50c per column inch. Pub.

The Feed Bag, 1712 W. St. Paul Ave., Milwaukee 3, Wis. (M-25) Success stories on feed manufacturers and new feed mills, 1,000-1,500 words. Also comprehensive articles on larger feed manufacturers, stressing methods and efficient use of equipment. Flow sheets, machinery layout diagrams. Can use materials from certain foreign countries. Send envelope for complete requirements. Photos essential. Bruce W. Smith. \$15 to \$60, cover photos \$7, cartoons four to eight a month \$6. Pub. Query. Prompt reports. Want contributors who will contribute on regular monthly basis from small group rather than occasionally from many writers. Offers excellent market for regular contributions.

Feedstuffs, P.O. Box 67, Minneapolis 40, Minn. (W-20) Up to 3,000 words having to do with manufacture and merchandising of feeds. Spot news. Photos. Trade-slanted cartoons. George L. Gates. 1½c up, photos \$3 up. Acc.

Seed and Garden Merchandising, formerly **Southern Seedsman**, 624 Gravier St., New Orleans 12, La. Experience of retail feed stores in merchandising of seeds and garden supply or related items. Must have strong merchandising angle. Photographs. Paul Keith. 1½c. Pub.

Firearms

Shooting Goods Retailer, formerly **Guns Merchandiser**, 8150 Central Park Ave., Skokie, Ill. R. A. Steindler, Managing Editor. Articles 1,500-3,000 words directed to gun dealers, giving tips on how to sell firearms, how to operate a firearms business, success stories of well-known firms—anything to help a dealer improve a gun business. E. B. Mann, Editor. 5c, photos \$5. Pub. Query.

Fisheries

The Fish Boat, 624 Gravier St., New Orleans 9, La. Articles with photos on fishing boats and commercial fishermen at sea. M. Fox. 75c per column inch, pictures \$3.

Fishing Gazette, 461 Eighth Ave., New York 1. (M-35) Articles on commercial fishing activities, 500-

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1,000 words. Inquiries on articles or regular monthly news service are invited. C. E. Pellissier, Editor. Pub. Query on all articles before writing them.

National Fisherman, combined with **Maine Coast Fisherman**, Camden, Maine, Russell W. Brace, Editor. (M-20) News and articles about activities of the commercial and boatbuilding industries on the Atlantic Coast, Gulf of Mexico and Pacific Coast. Features accepted. Photos \$3 ea. 1c per word. Pub. Will buy features outright. No color in photos. No poetry. Interesting and information features our specialty.

Pan American Fisherman, 106 W. Upas St., San Diego 3, Calif. Trade magazine of the commercial industry from Alaska to Panama. Articles on all phases including boat building, navigation, research, fishing, canning and marketing. No biological or personality pieces. Photos that implement text should accompany contributions. Best length 2,000 words or under. Robert K. Lawson, Editor.

Seafood Merchandising, formerly **Southern Fisherman**, 624 Gravier St., New Orleans 9, La. (M-35) Bill Sarraff, Editor. News, factual items, short articles on commercial fishing, marketing and distribution of fisheries products. 1½c-2c per word; from \$4 per photo. Pub.

Florists

Telegraph Delivery Spirit, 292 S. La Cienega Blvd., Beverly Hills, Calif. (M-75) Publication for florists who belong to Telegraph Delivery Service (Teleflora), Fiction to 800 words. Articles to 700 words about subjects related to the "Tell-It-With-Flowers-by-Wire" florist trade, preferably illustrated. Cartoons. eLo West, Editor. Minimum 1c, cartoons \$3, photos (accompanying articles) \$2.50 to \$25. Pub. Query.

Food

Bakers Digest, 4049 W. Peterson Ave., Chicago 30. (Bi-M-36) Articles on technical aspects of baking (all products)—materials, methods, equipment, packaging. E. J. Pyler, 2c plus photos. Pub.

Bakers Weekly, 71 Vanderbilt Ave., New York 17. (W-25) Articles pertaining to general baking field. News, photos, some cartoons. James Phelan, Managing Editor. 50c per column inch. Pub.

The Biscuit and Cracker Baker, 71 Vanderbilt Ave., New York 17. (M-50) articles pertaining to biscuit, cracker, pretzel, cone and snacks industry. News, Photos, Cartoons, Russ Obright, Editor. 50c per column inch. Pub.

Candy Industry & Confectioners Journal, 660 Madison Ave., New York 21. Articles on large candy firms selling in the national market, with photos. Features 1,000-2,500 on activities of large firms in the fields of production, packaging (including packaging design), merchandising (including dept. store displays), financial stories (including sales volume figures, profits, earnings), advertising campaigns in all media, and promotional methods. Short news stories on promotions changes in personnel, plant expansion, removals, mergers, fire damages, proposed taxes on candy. Walter Kuzio, Managing Editor. 3c word for material in print. \$3-\$5 for photos used. Payment is made at end of month in which item is used. Query. Pub.

Food Merchandising, formerly **Meat and Food Merchandising**, 105 S. Ninth St., St. Louis 2, Mo. (M-25) Thomas Mottin. Articles, accompanied by photos, on retail food stores. Shorts, i.e. photos with identifying outline copy. Cartoons 2c, photos \$5 up, cartoons \$5. Acc.

Freezer Provisioning, 25 S. Bemiston Ave., St. Louis 5, Mo. (M-50) Articles relating to frozen food centers, locker plants, freezer provisioners, and food plan operations, explaining in detail how specific plants render better service, build business volume, sell frozen foods—1,000-2,000 words. Can also use short articles of 200-400 words (with or without pictures) telling about merchandising, advertising, or operational idea of some specific locker plant. News. Albert A. Todoroff. 1½c; photos \$3.50; cartoons \$5. Acc. Query on articles.

Ice Cream Field, 23 W. 47th St., New York 36.

(M-25) Robert Krebs. Production, merchandising, promotion articles about ice cream and related products, etc. News items about icecream manufacturers and their business. Rates according to quality, photos \$5. Acc. Query.

Instant Food Management, 71 Vanderbilt Ave., New York 17. W. A. Raleigh, Jr., Editor. Articles pertaining to employee food service operation in business establishments, both manufacturing and non-manufacturing; hospitals, military establishments, colleges and universities. News and photos. \$35 per magazine page including text and photos or 3.5c per word and \$5-\$10 per photo.

Meat Magazine, 59 E. Van Buren St., Chicago 5, Ill. (M-25) "case histories" of meat packers' or processors experience with a new technique or equipment; exceptional success stories, unusual methods in packing, processing or packaging. Photos essential. H. L. Rothra. 2½c. Pub. Query.

The Tri-State Food Trade, Olympia Park Plaza, P.O. Box 448, McKeesport, Pa. News of the food business of interest to retailers in western Pennsylvania and nearby Ohio, West Virginia and Maryland. Richard J. Cook. No payment except to appointed correspondents who will be paid at a fair rate.

Glass

Auto Glass Journal, 505 Marlboro Rd., Wood-Ridge, N. J. Articles and interviews on auto glass replacement shops, with emphasis on the success angle, to 1,000 words, with photos and negatives. 2c, photos \$3.50. Robert J. Polska. Acc.

Glass Digest, 15 E. 40th St., New York 16 (M-20) News about flat glass, metal and allied industries business—flat glass, store fronts, mirrors, auto glass windows (metal), glass doors, etc., curtain wall, spandrel construction. Notes about personalities and firms, glass installations and shop methods, practices in glass shops for short cuts and better warehouse operations. Short articles on better business methods. News items about glass dealers, jobbers, contractors and fabricators. Material on manufacturing, selling, promotion, legal status. 2c, photos \$3. Pub.

Hardware

Hardware & Farm Equipment, 639 W. 39th St., Kansas City, Mo. (M-10) Merchandising and management articles on hardware and farm equipment operating procedures. Case histories of successful operations of western Missouri and Kansas dealers only. L. L. Edge. 2c, pictures \$3. Pub.

Hardware & Housewares, 7300 N. Cicero, Lincolnwood, Chicago 46. Short articles and pictures of interest to hardware retailers and wholesalers. James E. McKelvey. Pub. if used immediately.

Hardware Retailer, 964 N. Pennsylvania St., Indianapolis 4, Ind. (M-15) Robert E. Petit, Editor. Independent hardware store merchandising and management articles; short. 2c up; photos \$3 up. Acc.

Hardware World, 1355 Market St., San Francisco 3, Calif. (M-50) Articles 200-1,000 words regarding retail hardware store operations in 13 Western state. Milton Albin. 2c, photos \$3. Pub. Cartoon \$5. Acc.

Locksmith Ledger, 505 Marlboro Road, Wood-Ridge, N. J. (M-75) Interviews with locksmiths. Trade news. Photos. Robert J. Polska. 2c, photos \$3.50. Acc. Query.

Health and Sanitation

Modern Sanitation and Building Maintenance, 855 Avenue of the Americas, New York 1. (M-25) Illustrated articles on industrial housekeeping and building maintenance, plant or industry programs, efficient sanitation and maintenance methods for surroundings. Malcolm Merritt, Jr. 3c. Pub. Query.

Pest Control, 1900 Euclid, Cleveland 15, Ohio. (M-50) How-to-do-it articles on urban and industrial insect and rodent control techniques. Photos. James A. Nelson. 1½c. Acc. Query.

RN, 550 Kinderkamak Road, Oradell, N. J. (M) Outstanding articles in the nursing field. Some verse and fillers in line with publications objectives. Query on articles. Payment on acceptance. Eleanor B. Dowling, Executive Editor.

Home Furnishings and Equipment

Casual Living & Summer Casual Furniture, 56 W. 45th St., New York 36. Marvin Wilder. Feature articles on patio shops, summer and casual furniture departments. News of store openings, special promotions, good exterior and interior display photos. Photos of stores necessary with articles. 3c, photos \$5. Pub. Prompt reports. Query.

Curtain and Drapery Department, 230 Fifth Ave., New York 1. (M-50) Authoritative business stories dealing with novel merchandising ideas that can be successfully applied by a curtain and drapery department in a department store or by a curtain and drapery specialty shop; novel inventory systems, display ideas, stock control, etc. Kathleen Cope. 2c, photos \$5. Pub. Query.

Juvenile Merchandising, 566 7th Ave., New York 18. (M-35) Feature articles on juvenile furniture stores and departments. News of openings of stores, special promotions, good displays. Photos of stores covered in articles. Cartoons. N. Keifetz. 2c photos \$3.50-\$5. Pub. Prompt reports. Query.

Wallpaper & Wall Coverings, formerly *The Wallpaper Magazine*, 114 E. 32nd St., New York 16. Features and informational articles to 1,000 words on all phases of wallpaper industry. Especially interested in merchandising articles—clever promotional ideas with appropriate pictures. News items and fillers to 100 words. Cartoons. Photos. Jerome Peterson. 2c, pictures \$3.50-\$5. Pub.

Western Furniture Manufacturing, 1516 Westwood Blvd., Los Angeles 24, Calif. How-to articles on upholstered or case goods, furniture and bedding manufacturing; news of trade in 13 Western states. No clippings accepted for payment. Mimi K. Phillips, Editor. 2c, photos \$5. Pub.

Hotels, Restaurants

Drive-In Management, Ojibway Press, Inc., 1 E. First St., Duluth 2, Minn. (M-30) Articles on the business operations of drive-ins, including their take out services. Specific subjects wanted. Photos important. Cal Morken, Editor. 2c-3c, photos \$4-\$7. Acc. Query.

Fast Food, 630 Third Ave., New York 17. (M-50) Brief articles on operation and management in fast food service field, plus good photos. Covers all types of outlets. Tell concisely how a restaurateur (1) prepares his food faster and/or (2) serves it more quickly. Alan Olson. Fees range from \$25 to \$100. Query first.

Hotel World Review, 230 Park Ave., New York 17. (M-40) Weekly national newspaper with features on how-to article 1,000-2,000 words, on hotels and motor hotels, resorts food service. S. F. Huntington. 2c-3c, photos \$5. Acc. Query.

Institutions Magazine, 1801 Prairie Ave., Chicago 16. (M-50) articles on quantity feeding and all aspects of the mass-housing and mass-feeding fields; covers hospitals, hotels, restaurants, motels, etc. Pictorialized feature. Use common-denominator approach stressing ideas, benefits, innovations. W. R. Hoelscher, Publisher. \$50 page and up. Pub. Query.

Volume Feeding Management, 205 E. 42nd St., New York 17. (M) Articles on volume feeding and sanitation and maintenance set-ups—restaurants, schools, hospitals, etc.—emphasizing food and menu ideas, equipment, personnel, and modern management techniques. Pictorial approach. Jack Ghene. Acc. Query.

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6—WRITERS: LEARN TO EARN!3.00
7—THE DEVIL'S HANDMAIDENS!3.00

Contocook, New Hampshire

Industrial Relations

Partners, The Magazine of Labor and Management, 737 N. Michigan Ave., Chicago 11. (M-50) Eugene Gay-Tiffet, Managing Editor. Fiction 500-700 words based strictly on industrial employment situations. Articles 1,000-1,500 words emphasizing need for harmony in industrial relations and suggesting new techniques for the attainment thereof. 3c Pub.

Institutional

The American City, 470 Park Ave. South, New York 16. (Q-50) staff-written or by municipal officials, engineers, and other directly connected. Articles must describe new or improved ideas of interest to mayors or municipal department heads. William S. Foster. Query.

Church Administration, 127 Ninth Ave., N. Nashville 3, Tenn. (M-50 per quarter) A magazine containing How-to articles on the work of the deacons, general officers and staff of a church and on church leadership principles. Cartoons related to theme of magazine. Howard Foshee. 2c. Acc.

Church Management, 2491 Lee Blvd., Cleveland Heights 18, Ohio. A monthly journal which goes to protestant ministers, church architects, church business managers and synagogue administrators. General articles, mostly of professional quality. There is little chance of amateur pictures dealing with church construction. William H. Leach, Editor. 1c-2c. Pub.

Hospital Management, 105 W. Adams St., Chicago 3. (M-20) Factual articles 800-2,000 words on all aspects of hospital management, with emphasis on professional rather than commercial. Cartoons. Photos. Charles U. Letourneau, M.D., Editorial Director. Pub. Query.

Jewelry

Jewelers' Circular-Keystone, Chestnut & 56th Sts., Philadelphia 39, Pa. (M-25) Illustrated articles on some timely, specific aspect of merchandising, advertising, display, promotion, credit extension, or collections, based on experience of one or more well-rated "cash" or installment credit jewelers, with special emphasis on how-to angle, 1,200-1,500 words. Subject areas (only one subject per article) include: Bridal business; diamonds; silverware; watches; watch and/or jewelry repairs; china and glassware; watchbands; cameras; teenage trade; clocks; effective design and equipment of new or remodeled store or department. Jeweler's by-line preferred where approach warrants. Donald S. McNeil. 60c per inch; photos \$3-\$5. Pub.

Merchandising

Department Store Economist, Chestnut & 56th Sts., Philadelphia 39, Pa. (M-50) Articles relating to buying, merchandising, management, maintenance, lighting, and climatic control of department stores. Acc. Query.

Display World, 407 Gilbert Ave., Cincinnati 1, Ohio. (M-40) Articles dealing solely with display, window and interior; store modernization; new stores of importance. Photos. Cartoons rarely. Paul T. Knapp, Pub. Query absolutely required.

Electrical Merchandising Week, 330 W. 42nd St., New York 36. (M-50) Accepts both articles and news items. Articles should show specifically how individual merchants sell electrical home appliances, radio, and TV. News items on distributor activities and important dealer news accepted. Pay \$50-\$100 for articles depending on length. Pays \$1.90 per inch for news items accepted. Uses cartoons. All payments on acceptance. Ted Weber, Mng. Editor.

Modern Packaging, 770 Lexington Ave., New York 21. (M-75) design and functioning of packages and equipment from standpoint of user with emphasis on effect of packaging on costs and sales. Photos. Lloyd Stouffer. \$30 per published pages, plus expenses. Pub. Query essential.

Vend, The Magazine of Automatic Merchandising, 188 W. Randolph St., Chicago 1. (M-35) How-to and timely articles, illustrated, concerning automatic mer-

chandising (vending) industry — does not include amusement or music machines. Currently needs case history type stories describing how vending machines serve people on the job; "how-to" stories in the field of management methods. Cash control; employee relations; handling complaints, etc. Unusual and interesting vending machines photos. G. R. Schreiber. 2c up, unusual photos \$5. Pub. Query and request sample copy.

Metals and Machinery

Compressed Air Magazine, 942 Memorial Pkwy., Phillipsburg, N. J. (M-35) Descriptions and operations (contracting, industrial, railroad, etc.) that use compressed air equipment. Picture and caption material for "Saving with Air Power" pages—novel air applications, new twists (\$15-\$20 on acceptance). Photos. Cartoons. R. J. Nemmers. 2c-3½c wd., photos \$3-\$10. Pub. Cartoons \$7.50. Acc. Query.

The Iron Age, Chestnut & 56th Sts., Philadelphia 39, Pa. (W-35) Technical articles on actual shop or plant experiences. News of the industry. Cartoons; submit roughs first. G. F. Sullivan. News and articles varying rates, photos \$6. Pub. Cartoons \$7.50. Acc.

Nonmetallic Minerals Processing, 2728 Euclid Ave., Cleveland 15, Ohio. Features and articles to 2,000 wds. on cement, lime, gypsum, lightweight aggregate and other heat-processed nonmetallics. News items. Photo stories. Sidney evine. Query.

Production, Box 1, Birmingham, Mich. (M-50) Semitechnical articles on cost savings or new developments in mass production metalworking industries—2,500-3,000 words. Photos for articles. Color photos for front cover; query as to subjects, rate of pay, etc. Jerome S. Wilford, Editor, 1½c up, black and white photos \$3 up. Acc.

Welding Design & Fabrication, 812 Huron Rd., Cleveland 15, Ohio. (M) Welding procedures, techniques and design on interesting or unusual jobs on metals—approximately 750 words. Photos. Charles Berka. \$25 per printed page. Acc.

Welding Engineer, Box 28, Morton Grove, Ill. (M-50) Articles illustrated with 6-8 photos on welding technique. News. Felix T. Tancula, Ed. \$20-\$25 per page including photos. Pub. Query.

Music Stores

The Music Trades Magazine, 111 W. 57th St., New York 19. (M-25) News of music store personnel and persons associated with music industry. Features on merchandising pianos and musical merchandise. J. Majeski, Jr. 25c per column inch. Pub.

Oil

Fuel Oil News, 1217 Hudson Blvd., Bayonne, N. J. (M-20) Writeups of successful fuel oil dealers, important developments in automatic oil heating. T. R. Byrlee. Pub. Query.

The Independent Petroleum Monthly, Box 1019, 1430 S. Boulder, Tulsa 1, Okla. (M-50) Young O. Mitchell, Editor. Articles of interest to independent producers of crude oil and natural gas. Economics, field practices, geological, secondary recovery—1,500-2,000 words. 5c. Acc. Query on story ideas.

Optical

The Dispensing Optician, 1980 Mountain Blvd., Oakland 11, Calif. (M-50) Articles to 1,000 words on successful operation of optical dispensing businesses, which make and fit glasses on prescription. No articles on optometrists. Photographs. Robert L. Pickering. 3c-3½c, photos \$7.50. Pub.

Paper, Printing, Ink

American Ink Maker, 254 W. 31st St., New York 1. (M-25) News of people in printing ink industry. John Vollmuth. 2c. Acc.

American Paper Merchant, 200 S. Prospect Ave., Park Ridge, Ill. Articles 1,000 words on paper merchandising techniques referring to specific companies. L. Q. Yowell. 2c, photos \$3.50. Pub. Query.

The American Printer and Lithographer. Combined with **The Inland Printer**.

The Graphic Arts Monthly, 608 S. Dearborn St.,

AUTHOR & JOURNALIST

Chicago 5. (M) Articles 1,500-2,000 words on management or technical processes in printing and allied plants. Cartoons dealing with printing industry. D. B. Eisenberg. 2c, pictures \$5. Acc.

Graphic Purchasing, 1605 Cahuenga Blvd., Los Angeles 28, Calif. Covers California buyers of printing for advertising agencies, large businesses, industries. Articles 500-2,000 words, telling buyers how to buy different kinds of print jobs more intelligently and economically. Roby Wentz. Payment for articles by negotiation, photos \$3 unless specially commissioned. Occasional higher word rate by negotiation. Acc. Query if in doubt on usability of articles.

The Inland Printer/American Lithographer, 79 W. Monroe St., Chicago 3. (M-50) Articles, fillers, news relating to the printing industry. Photos. Cartoons. Wayne V. Harsha. Varying rates. Pub. Query.

International Blue Printer, 33 E. Congress Pkwy., Chicago 5, Ill. (M-50) 1,000-1,500 words on blue print and photocopy and allied reproduction firms and dealers in engineers', draftsmen's and architects' equipment and supplies. James Vebeck. 2c, photos \$5. Cartoons and verse if related to the reproduction industry. Cartoons \$7.50. Verse \$5.00. Pub. Query.

Paper, Film and Foil Converter, 200 Prospect St., Park Ridge, Ill. (M-35) News and feature articles covering paper, film, and foil products industry. Vernon A. Prescott. News 7c a line, features 2c a word, photos \$3.50. Pub. Query.

Printing Magazine, 466 Kinderkamack Road, Oradell, N. J. (M-75) Management, marketing, technical articles—1,200 words with photos on commercial printing and lithography industry. Ernest F. Trotter. 2c. Pub. Query.

Printing Monthly, 260 Southfield, Detroit 29, Mich. (M) Articles 750-900 words on technical aspects of printing or graphic arts—how-to, experiences of craftsmen, new developments in the field. Photos and cartoons related to the graphic arts. Cartoons must be applicable to printing trades only—not just a gag idea with print-trade copy. Keep funny—no human misery or man's inhumanity to man stuff. 1c-1½c, photos and cartoons \$3. Acc. Query.

Western Printer & Lithographer, 1605 N. Cahuenga Blvd., Los Angeles 28, Calif. Covers 13 Western states. Success stories on Western printers and printing businesses stories of Western printers who "have done something a better way." News. Photos. Roby Wentz. Payment for articles by negotiation. Photos \$3 unless specially commissioned. Pub.

Parks

Park Maintenance, P.O. Box 409, Appleton, Wis. (M-25) Articles 1,000-1,500 words dealing with unique or improved methods of administration and operation of parks, large campuses, golf courses. Interested in new types of park structures, outdoor recreation equipment or swimming pools (municipal), also originality in design of machines or equipment for faster or better maintenance or better service to the public. Photos. Erik L. Madisen, Jr., 1c up, photos \$2 up. Pub. unless to remote. Query with outline.

Photographic

Industrial Photography, 10 E. 40th St., New York 16. (M) case history articles to 1,000 words on photography in business, industry, science, and government must be illustrated. Mitchell M. Badler Ed. 3c, photos \$5. Pub. Query with outline.

Photo Dealer Magazine, 33 W. 60th St., New York 23. (M-25) Stories on camera stores or departments. Special promotions on specific items, Christmas, etc. Also success stories on departments such as used equipment, photofinishing. Photos, especially unusual window shots \$5-\$10. Articles 250-500 words, 2c min rate. Acc. Query Mel Hosansky, Editor.

The National Professional Photographer, 152 W. Wisconsin Ave., Milwaukee 3, Wis. (M) Frederick Quellmalz, Editor. Articles about professional portrait, commercial, illustrative, or industrial photographers. Illustrations necessary but are not paid for because those written up are happy to supply them.

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Poultry and Poultry Products

Poultry and Farm Supply World, 9 Main St., Lombard, Ill. (M-20) success stories, 1,000 words on supply dealer descriptions of new merchandising methods. Photos relating to dealers. Few Cartoons. R. Dale Kelley. 2c, pictures \$2.50-\$5. Pub. Query.

Rubber

Rubber Age, 101 W. 31st St., New York 1. (M-50) B. J. Kotsher, Editor. Technical articles on rubber chemistry, technology, and manufacture. \$10 per page. Pub. Query.

Textiles

Textile World, 330 W. 42nd St., New York 36. (M) Technique and management in wool, cotton, and synthetics processing. Illustration desirable. Broad How to articles on management development. Self-improvement, with a textile angle. W. A. Stanbury. Acc. Query.

Transportation, Shipping

Metropolitan Transportation, Wheaton, Ill. (M-40) Bruce B. Howat, Publisher; Darrell Ward, Editor. Articles about new developments in public passenger transportation of interest to executives of air line, railroad, bus, and rapid transit companies. Fillers. News. Photos. Occasional cartoons. 1c. Photos \$1-\$5. Pub.

School Bus Transportation, Wheaton, Ill. Bruce B. Howat, Publisher; Darrell Ward, Editor. Articles of interest to school bus fleet operations, covering such subjects as equipment selection, scheduling, safety, maintenance and driver training. Fillers. News. Photos \$1-\$5. Pub.

Wood and Lumber

American Lumber Magazine, 59 E. Monroe St., Chicago 3. (Bi-W-50) Richard W. Douglas. Rates vary. Acc. Query for information on specific needs.

National Hardwood Magazines, 2065 Union Ave., Memphis Tenn. (M-50) Owen L. Miller, Editor; Mike Simmons, Assoc. Editor. Illustrated articles about production, selling, employee relations, etc., in wood-working factories that use hardwood. Payment \$3-\$5 photos on publication; 2c-3c word on acceptance. Query.

The Lumber Journal, P.O. Box 448, Jacksonville 1, Fla. (M-35) Articles 700-800 words dealing with softwood or hardwood lumber manufacturing, wood-work plants, retail lumber yards and building material stores in states east of the Mississippi River. Photos. C. J. Thomas. \$1 per column inch on publication. Query.

The Wooden Barrel, 408 Olive St., St. Louis 2, Mo. (M-Free) Articles on the use of new wooden barrels and kegs in various industries. Photos. Cartoons occasionally. Clinton Baker. 1½c-2c, photos \$7-\$10. Acc. Query.

How to Write for Business Magazines

by JACK ROLAND COGGINS

I. WHAT ARE BUSINESS MAGAZINES?

Business magazines specialize in publishing articles and photographs helpful to persons engaged in SPECIFIC businesses, occupations or industries.

II. WHAT WILL BUSINESS MAGAZINE EDITORS BUY?

Rule: Business magazine editors buy material based on facts obtained from personal interviews with successful persons in a specific business or

occupation and which show how those persons made more money, saved money, reduced personnel without loss of efficiency, improved relations with customers, trained employees more effectively, made record keeping more simple or improved the appearance of their stores. In short, they will buy whatever will help their readers gain greater success provided it has been tried and proved.

III. WHAT WILL BUSINESS MAGAZINE EDITORS REJECT?

Rule: Business magazine editors usually reject material based on theory alone, even though the writing is excellent and the script neatly typed and packaged. They ordinarily reject material based on writers' views alone unless the writer is in the business or profession to which the magazine caters.

IV. WHAT WILL IMPROVE CHANCES FOR ACCEPTANCE?

Rule: Describe the promotion or activity in detail.

Rule: Quote owner or manager when telling about results.

Rule: Fill your article with SPECIFIC facts in terms of dollars, percentages, dates, sources of supply and names.

JACK ROLAND COGGINS earns a "comfortable" living writing exclusively for a class of magazines that are called business magazines. When not busy writing he, paradoxically, tries to drum up competition for himself by telling all his "trade secrets" to anyone who will lend an ear. He has had two other articles on the subject published in *A & J* (March, 1960; April, 1961). In addition, he is frequently a guest speaker at writing clubs.

"In this article," Mr. Coggins claims, "I really 'spill the beans.' Anyone who will not only read it, but study and apply it consistently, will I believe be earning good money in less than a year. That'll mean he'll be competing with me for the same money. That's okay. In this field there is ample room for anyone and everyone who is serious about it!"

Rule: Write concisely. Most trade journal articles are between 300 and 500 words. Those over 1,000 words are ordinarily published only when they are exceptional, not in terms of quality of writing alone, but in terms of importance of contents.

Rule: Submit meaningful illustrations with article wherever possible. These may be photos, newspaper or other advertisements, samples of any printed material which relate to a promotion, samples of give-away gifts if they can be mailed flat and any other pertinent materials which will give readers clearer comprehension of how a promotion or activity was handled.

V. HOW TO TRACK DOWN THE BUSINESS MAGAZINE STORY.

It goes without saying that you must learn to recognize potential articles by sight. However, this method has its limitations. An outstanding promotion might not be apparent. There is therefore only one realistic approach for the serious trade journal writer. He must introduce himself to the businessman, explain his business, and request aid in uncovering a potential article. Here is a good approach:

"Mr. Johnson, I am a business magazine reporter. I write for *Hardwood World*. What are you doing in terms of promoting, advertising, or displaying which would be of interest to its readers. Are you at present working on any ideas which would be of interest to the industry?"

Like the salesman, you will encounter resistance. He may answer, "Nothing." Like the newspaper reporter, you must keep asking leading questions until something of value is uncovered. Not every businessman will have a story for you. But, if you show persistence, he will do everything he can to help you find what you are looking for. The point is, you must not accept that a business does not have a valuable story until you have proven it beyond a shadow of a doubt. You must dig deep, in other words.

VI. A FIELD PROJECT FOR BEGINNERS.

Choose a business classification—hardware, nursery, infants and childrens wear, groceries, toys, office supplies, etc.—about which you would like to do an article. If you decide upon toys, visit all the stores in your area which sell toys. Spend half a day looking for what you feel are potential stories—good displays, unusual advertising, outstanding customer relations, gimmicks that promote more sales. Make a mental note of each. At each store, ask the manager for any old issues of business magazines that relate to toys.

Take them home and read them, study them. Notice that the writing is to the point, never flowery, but concise and packed with facts.

Now, return to one of the stores where you thought you saw a possible story. After introducing yourself to the manager, ask him if he feels there is a story in the specific idea which had attracted your attention.

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If he answers, "yes," have your pencil and notebook handy. His answers to your questions will be the raw material for your article. Your job is to take notes—fast!

VI. A BASIC QUESTION LIST FOR INTERVIEWING.

1. What *exactly* did the promotion accomplish? How much did it increase profits in terms of dollars or percentages? If it increased profits in the store, to what degree did it do so, and to what specifically does the manager attribute this increase. Did customers make favorable comments? What were they? If a long-range result was intended, what was it, and what is the proof that the long-range result is being accomplished?

2. How much did the promotion cost, in terms of dollars spent?

3. How much time was required to plan the promotion and set it into operation?

4. When did the promotion officially begin? When will it end, or when did it end?

5. What is the entire name of the store or business? Is the business a chain? If so, how many outlets are there. Is it nationwide, local or regional?

6. What is the name of the owner or manager, or other executive, you are interviewing? What is the correct spelling of his name? What is his correct title?

7. How long has the store or business been in operation?

The answers to the above questions will **HELP** insure the salability of your article. Answers to other questions which will occur to you will sometimes give depth to your piece. But, you must not rely on haphazard questioning to obtain the information which is to be the foundation. The editor and his reader demand facts—the right facts—first of all. Under pressure of interviewing it is easy to forget what is important. Therefore, keep a copy of this list with you and refer to it. Your time will be conserved and so will the person's you are interviewing. Be businesslike. Be prepared.

VII. YOUR OBSERVATIONS ARE IMPORTANT.

Take notes on what you see. If you are reporting a display, how big is it? What is it constructed of. What colors are used? Where in the store is it located? How is it lighted? How much merchandise does it contain? What do the signs say?

The right answers and the right observations are the raw material of your business magazine article.

VIII. OUTLINING THE ARTICLE, THE FIRST DRAFT.

The first paragraph of a trade journal article is the all-important one because it is, in essence, the outline for the entire piece. Once the first paragraph is correct, the rest of the article "writes itself" because the remainder is nothing more nor less than an elaboration on a series of important facts revealed in it.

Study this first paragraph of an article which sold to *Department Store Economist*, a magazine

primarily for department store executives and heads of departments. Based on what you've learned so far explain why the editor was impressed sufficiently by it to want to read the entire article and then to pay CASH for it.

"The J. C. Penney department store in National City, Calif., uses a Quota Meter to stimulate friendly competition between departments. According to manager Pete Wilson, who originated the idea, sales on certain days are as much as 15 per cent over what they were on the same day the previous year, as a direct result."

This paragraph tells:

1. WHERE (J. C. Penney, National City, Calif.)

2. WHAT (A promotion called Quota Meter)

3. WHO (Manager, Pete Wilson)

4. RESULTS (15 per cent increase in sales)

The remainder of the article is an elaboration and clarification of these four points, especially the **WHAT** and the **RESULTS**. Certainly there is more to reveal concerning what the **QUOTA METER** is and how it operates. In addition to the immediate increase in sales, the promotion had other beneficial results. The reader will be interested, of course, in what these were.

Rule: The body or main part of a business magazine article is an elaboration of the fact-cramped first paragraph.

The last paragraph of a business magazine article should summarize the contents, preferably in the words of the person interviewed, and in addition should reveal why that person was favorably impressed by the promotion or activity discussed, i.e. what does he feel was the basis for the success.

The following is a final paragraph of an article which was published in *Toys and Novelties*, a magazine published for the benefit of toy retailers. The article concerned one retailer's efforts to please his customers through his personal efforts. Does it summarize the idea? What does Rogatsky feel is the basis for the success of the idea of being one's own public relations man?

"Being your own public relations man takes effort, thought, and plenty of time," Rogatsky admits. "But, if you want results, long range ones, it is something that must be done consistently. It is fun. And it is profitable!"

IX. STUDY BUSINESS MAGAZINE ARTICLES.

Collect business magazines. Read and study the articles in them. Study the subjects covered, style of writing, and type of illustrations used. Every publication is slightly different than every other. Only through direct contact with as many magazines as possible will you learn what they are and what it is **EXACTLY** that each editor is seeking for his magazine.

X. PREPARING THE FINISHED MANUSCRIPT.

Naturally, you are not going to turn out the perfect business magazine article at first. Unless you lead a charmed life, you are going to receive plenty of rejections. Despite the fact that this article you are reading contains in it all you need

to know to begin selling your work, you will have to fulfill long hours of practice before you will be able to apply what you have learned on a practical basis.

If you show promise and submit material regularly, editors will explain what is wrong with your articles and advise you, sometimes, on how to overcome the faults.

Don't think, however, that your material must be perfect to please editors and readers and to rate a check. If you apply what you learn from this article, and from other sources, you will be surprised how quickly you will be earning regularly as a business magazine writer.

XI. DROP THE PACKAGE IN THE MAIL-BOX.

If you have applied in some degree what this article has taught you, it is possible the script will sell and you will receive a letter of acceptance or a check in payment. If the material is returned, send it out again to a similar magazine. Keep sending manuscripts out until the markets are exhausted. One editor may reject a script because he is overstocked. Another may buy more readily because he is in need of material. In the meantime, keep writing and mailing manuscripts. The more you submit, the greater are your chances for success!

A good source of trade journal markets is the *Author & Journalist*. On page 18 of this issue you will find markets most receptive to free-lance material.

Business Publication Rates and Data, published by Standard Rate and Data Service, 1740 Ridge Ave., Evanston, Ill., is a good source of markets.

XII. A WORD ABOUT PHOTOGRAPHS.

More and more business magazines are demanding that good photos be submitted as illustrations with manuscripts. Therefore, if you have a camera capable of taking good pictures, be sure to make good use of it. If you do not at present have one, the obtaining of it should be part of your planning. If possible, enroll in an inexpensive photography course.

A good twin lens reflex camera, new or used, is entirely adequate for trade journal photos. These cameras are simple to use and relatively inexpensive.

Since trade journals pay between \$3 and \$10 for each black and white photo used, picture pay can add up to a good share of the writer's pay. The cost of commercial developing and enlarging is not prohibitive.

XIII. KEEP STUDYING, KEEP WRITING.

The education of a business magazine writer never ends. With a little knowledge he can gain a little success. But, as he applies himself, day by day, learning more through his study and application, he realizes that the potential for economic success in his chosen field is limited only by his lack of imagination, foresight and effort.

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Market List of COMPANY PUBLICATIONS

The Beaver, Hudson's Bay Company, Main St., Winnipeg, Manitoba, Canada. A restricted market for historical and travel material on the Canadian North. Illustration essential. Malvina Bolus. 5c. Acc.

Canadian Farming, International Harvester Company of Canada, Ltd., 208 Hillyard St., Hamilton, Ont., Canada. Mostly staff-written but uses some articles 1,300-2,000 words on Canadian agriculture. Farm Economics also farm do-it-yourself short articles (special rate starting at \$8 for these.) While both English and French editions are published, text should be in English. G. W. Nelson. 4c up. Photos \$3 up. Acc. Query essential.

Church Business, Duplex Envelope Co., Box 5030, Richmond 20, Va. (Semi-Annually) Articles 800 or fewer words on new plans or programs to improve work or extend influence of the church, proved and adaptable to use by Protestant churches everywhere; no money-making schemes. Miss Mary M. Cocke. No fixed rate. Acc.

Dodge News Magazine, Prince & Co., 5435 W. Fort St., Detroit, Mich. W. W. Diehl, Ed. Travel, personality, sports articles to 1,000 words. Pictures must accompany MSS.—black and white, color transparencies. Top rates. Payment on acceptance of client, which is 3 mos. prior to publication.

Ford Times, Ford Motor Co., The American Road, Dearborn, Mich. Robert Martin Hodesh, Managing Editor. Prefers submissions on unique and little-known travel and recreational opportunities for motorists, pleasure of car ownership, 1,200 words or less; 10c. Acc. Brief pictures stories must have color transparencies 4x5 or larger; Ford angle not necessary. \$50 first reproduction rights. Acc.

Friends Magazine, Chevrolet Motor Division, General Motors Corporation, 3-135 General Motors Bldg., Detroit 2, Mich. An all-picture magazine seeking photographs which tell a factual story; accompanying text may be in memorandum form. Frank Kepler. Two-page black and white \$200, color \$300. Acc. Query.

The Furrow, Deere & Company, 3300 River Drive, Moline, Ill. (Farm machinery). Mostly staff written, purchase relatively little. Practical farming articles showing successful or profitable practices anywhere in North America, 200-500 words, with photos. Also shorts that are inspirational, humorous, entertaining, unusual. Longer articles on assignment. Photos (including color transparencies). F. E. Charles. About 4c, photos \$7.50-\$15 for 8x10 glossies. Acc. Query on all articles with photos above 500 words before mailing.

The Milk Salesman, A. D. Walter Advertising Agency, 806 Law & Finance Bldg., Pittsburgh 19, Pa. Articles 500 words. Cartoons. M. T. Meledin. Articles \$5 each, cartoons \$5. Acc. Do not query.

The Office Economist, Art Metal, Inc., Jones & Gifford Ave., Jamestown, N. Y. Herbert H. Kiehn, Editor. Issued bi-monthly. House magazine distributed to executives and office people nationally. Use articles on subjects relating to any phase of office operation; improving general efficiency; office planning; timesavers in office production; a better way of handling some detail of operation in office work; matters relating particularly to office personnel. Length: short features, 800 wds; regular, 1,200 wds., 1,500 wds., if subject warrants. Photos. 3c. Acc. Cartoons pertaining to office happenings.

Plymouth Traveler, 1800 W. Fullerton Ave., Chicago 14. (Automobiles published for Chrysler-Plymouth dealers). Seeks only picture stories of interest-

ing people and places in the United States; photos must be at least 8x10 and have plenty of human interest. Ralph N. Swanson, Ed. Payment meets prevailing rates for publications of this size and nature.

Popular Home Magazine, United States Gypsum Company, 300 W. Adams St., Chicago 6, Ill. (Building products) Brack Harriman, Editor. Very few finished articles. Can use leads on good remodeling jobs and new small houses that use the company's types of building materials—pays scouting fees and supervises its own photography. Rates equal to those of the large shelter magazines. Acc. Query.

Reporter, Allis-Chalmers, Construction Machinery Division, Box 512, Milwaukee 1, Wis. Distributed to heavy construction contractors, equipment operators, and highway officials. Mostly articles pertaining to construction jobs; i.e., road building, conservation projects, dam construction, sanitary landfill, logging, etc. Allis-Chalmers heavy construction equipment must be employed on these jobs. David C. Lantz. 10c, photos \$10. Acc. Query.

Safeway News, P.O. Box 660, Oakland, Calif. Cartoons about food and food stores. "Cartoons should not depict food clerks as nitwits, nor customers as dupes. We want humor but on a level establishing grocery work as a specialized career." Photos for cover use. A. F. Lemes.

Scenic South, Standard Oil Company (Kentucky), P.O. Box 1446, Louisville 1, Ky. Photographs with captions—single or in series—showing subjects of scenic, historical, and general interest in Alabama, Florida, Georgia, Kentucky, Mississippi. Black and white glossy prints 8x10 for inside pages; transparencies 4x5 or larger for covers. Robert B. Montgomery. Black and white photos \$5-\$10, color transparencies \$75. Acc. Copies of magazine available to freelance photographers.

The Seng Book, The Seng Company, 1450 N. Dayton St., Chicago 22. (Furniture) Articles 500-1,000 words on problems of retail furniture store operation, sales training, advertising, promotion, merchandising; photos to illustrate articles. Sales tips 75-150 words (not acknowledged or returned). Cartoons with furniture store background. Franklyn E. Doan. 2c up, photos \$3, cartoons \$5. Acc. Sales tips \$2. Pub.

Snap, Eastman Kodak Company, 343 State St., Rochester 4, N. Y. H. Jeffrey Mapes. Amateur snapshots, all subjects, black and white or color. Prefers human interest and close-up shots rather than scenic. Submit prints or transparencies—no negatives. \$5 up. Acc.

Think Magazine, International Business Machines Corporation, 509 Madison Ave., New York 22. General, business, educational, and scientific articles 1,500-2,500 words. Short verse. Scenic photos.

Tile and Till, Eli Lilly Company, Box 618, Indianapolis, Ind. This magazine goes to druggists all over the country, and much of the material is sent in by the company's salesmen. The professional side of pharmacy is the field. Can use exceptional human-interest stories that have wide appeal and a pharmacy slant. "Cover personality, salesmanship in 400-500 words (occasionally to 1,200 words) and toss in a clear picture or two and your story will rate a careful reading." J. W. Lonsdown. 3c up. Acc.

Trained men, International Correspondence Schools, Scranton 15, Pa. Articles 500-2,000 words on problems of personnel, employment, training, supervision of workers, office management, upgrading methods or other related subjects. G. F. Carpenter. Rate 2c and up according to merit. Acc.

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1. The names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher, **J. K. Fogelberg, 3365 Martin Drive, Boulder, Colorado.** Editor, **J. K. Fogelberg, 3365 Martin Drive, Boulder, Colorado.** Managing Editor, **J. K. Fogelberg, 3365 Martin Drive, Boulder, Colorado.** Business Manager, **J. K. Fogelberg, 3365 Martin Drive, Boulder, Colorado.**

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5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the act of June 11, 1960 to be included in all statements regardless of frequency of issue.) 10,500.

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